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BROADCASTING TELECASTING

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IOWA IS VAST MARKET FOR DISH WASHERS AND CLOTHES DRIERS!

THE 1951 Iowa Radio Audience Survey*, just off the presses, reports the enormously significant fact that 98.4% of *all* Iowa homes are now *electrified* — that 99.5% of all Iowa's *radio* homes now have electric power!

Yet only 1.7% of Iowa's radio homes have electric dish washers . . . and only 2.7% have electric clothes driers!

Sales of dish washers and clothes driers are booming in the State, however. 41.7% more Iowa homes have dish washers now than in 1950 — 42.1% more now have clothes driers. *And the surface has hardly been scratched!*

This interesting opportunity is only one of *many* that any advertising man can find in the 1951 Iowa Radio Audience Survey. This authentic, dependable annual study has long been considered one of America's finest radio-research projects — a "must" for literally hundreds of leading advertising, sales and marketing men who are interested in radio in general, and the Iowa market in particular. A copy is yours on request. Write direct or ask Free & Peters, today.

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet — listened to by more Iowans night and day than any other station in the State.

All the rich Kentuckiana Market knows its "3-R's"..

"The Red River Ramblers

THE RED RIVER RAMBLERS are a basic part of the line-up of local and live early morning shows on WHAS, tailored to draw and please the Kentuckiana audience. In this predominately rural area, WHAS has long supplied authentic farm information, up-to-the-minute news of the world, and folk music people in Kentucky and Southern Indiana want to hear.

At 6:15 A.M., the Ramblers entertain with fifteen minutes of old-fashion folk music . . . 7:15 brings "The Randy Atcher Show" with everyone's favorite, Randy Atcher, in the feature spot . . . and 7:45 is time for Janie Workman, attractive sweetheart of the Red River Ramblers, to sing and emcee another fifteen minute show with the Ramblers.

It is established as the strongest early morning programming of any radio station in the Kentuckiana area.

The Red River Ramblers include Shorty Chesser, Bernie Smith, George Workman, Tiny Thomale and Sleepy Marline, twice National Champion Fiddler. Stars of the group are popular Randy Atcher and lovable Janie Workman.

Basic Affiliate of the CBS Radio Network

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Dir*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

WCOS

COLUMBIA, SOUTH CAROLINA

TAKES PRIDE

IN

Announcing

THE

APPOINTMENT

OF

HEADLEY-REED COMPANY

NEW YORK · CHICAGO · ATLANTA · SAN FRANCISCO
PHILADELPHIA · DETROIT · NEW ORLEANS · HOLLYWOOD

AS

NATIONAL SALES REPRESENTATIVES

EFFECTIVE JANUARY 1ST 1952

Published every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Pennies Save Lives

To help stimulate the sale of Christmas Seals, WGAL-TV facilities were made available to the York County Anti-Tuberculosis Society. Officials explained the great work being done in the constant fight against "TB." This important national endeavor is now in its 44th year. Prior to 1907 there was no organized effort to assist the victims of tuberculosis nor to carry on research in their behalf. Today, through the pennies secured from these bright little seals, tuberculosis has dropped from first to sixth place in the ranks of dread national killers.

Giving assistance to the work of the York County Anti-Tuberculosis Society, is but one example of the WGAL-TV year-round community service effort.

Pictured are Mrs. George Hay Kain, Jr. and Mr. John Lowry Ruth of the Anti-Tuberculosis Society of York County, Pa.

WGAL·TV

LANCASTER, PENNSYLVANIA

Clair R. McCollough, Pres. • A Steinman Station

WGAL AM TV FM

Represented by

ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

SALE OF WMAW Milwaukee, to Lou Poller, owner WPWA Chester, Pa., and partner in WARL Arlington, Va. (Washington area), his brother-in-law, Cy Blumenthal, and Alex Rosenman, former executive vice president of WCAU Philadelphia and afterward with Official Films Inc., New York, consummated last week. Price in excess of $200,000, through Blackburn-Hamilton Co. Sellers, subject to customary FCC approval, are Clifford Randall, Milwaukee attorney, Ray Borchert, contractor, Cline Estate, and other minority holders. Mr. Rosenman to reside in Milwaukee and assume active direction.

AS IF TO anticipate tug-of-war ahead, applicants or prospective applicants for TV are having tough time seeing certain individual members of FCC. Chairman Coy, among others, has adopted policy of refusing to discuss allocations involving individual markets and other Commissioners are following suit. One highly placed university president last week was unable to make engagement with Chairman Coy because of pendency of educational TV application.

FCC WON'T resume its consideration of step-by-step phases of new TV allocations until after it reconvenes with full membership following New Year. Staff has been given assignments which will consume its time until then. No work regarded final until allocation task is completed—with target date remaining February 1.

WHAT'S CBS doing about rates? At this writing it's standing pat, presumably awaiting outcome of NBC approach on its new economic plan. CBS has announced it will await more detailed research, having been first network to subscribe to Ken Baker's Standard Audience Measurement Service.

WILL EDWARD L. NORTON, chairman of board of WAPI and WAFM (FM) and WAFM-TV Birmingham, and of WMBR-AM-FM-TV Jacksonville, continue as member of Federal Reserve Board? Highly successful as practical business man member of board, he committed himself for one year but already is three months beyond that limit. It's reported he's been asked to accept presidency of U. of Alabama, but that he's likely to remain in Washington, although not in present post.

CODE conundrum facing NARTB-Television: How can subscribing networks show seal so non-subscribing affiliates won't get free ride?

JOB of enforcing code, incidentally, looming larger every day as problems multiply. Extensive legal safeguards will be thrown around seal to prevent pirating. Personnel needed to administer code getting serious study.

UNIQUE among Holiday Greetings: "Warmest wishes for an early spring—and TV thaw!" . . . *George Gillingham, Director of Information, FCC.*

FORD MOTOR CO., through J. Walter Thomp-

(Continued on page 6)

105.7 MILLION RADIO SETS IN USE, CBS RADIO FINDS

RADIO set sales during 1951 totaled 10,953,201, according to yearend review issued Friday by CBS, which also reports yearend total of 42.7 million radio homes in United States, increase of 800,000 over January 1951. Country's radios now total 105.7 million in use in homes, autos and other places, up 9.7 million during year. Only 3% of population is without radio at home.

CBS Radio network started 1951 with 196 AM and 95 FM stations; it starts 1952 with 206 AM and 93 FM affiliates. During first ten months of 1951, 103 sponsors paid it gross income of $58,249,713, more than half-million dollars more than comparable period of 1950.

Nielsen ratings, CBS reported, gave it 23 of 29 top-rated programs for week of Nov. 4-10; also showed CBS Radio with nine of top ten evening shows, three out of three in multi-weekly evening shows category, eight of top ten weekday daytime shows and three of three Saturday daytime shows.

RONSON TO ENLARGE AD BUDGET IN 1952

RONSON ART METAL WORKS will have "advertising appropriations larger than ever" during months ahead, Alexander Harris, president, declared Friday. Commenting that "restricted supply of essential metals has induced us to use our heads," Mr. Harris reported that "we are coming through with beautiful lines, using metals at a minimum, other materials at a maximum.

"And while we keep the colors flying we intend to continue to beat the drums," Mr. Harris stated. "Our advertising appropriations will be larger than ever and we will continue to make such things as are worthy to tell the world about." Ronson currently advertises its cigarette lighters by sponsoring *Hollywood Stars on Stage* on ABC Radio network, Sun., 9:30-9:55 p.m. and *Star of the Family* on CBS-TV, moving to alternate Thursdays, 8-8:30 p.m.

TWO ABC PROGRAMS PLACED ON CO-OP BASIS

TWO ABC quarter-hour afternoon radio shows being made available for cooperative sponsorship, Mondays through Fridays, Cooperative Program Sales Manager Frank Atkinson announced Friday. Programs are *Big Jon & Sparkie*, children's half-hour show which on Dec. 31 will be cut to 15 minutes in 5-5:15 p.m. spot and which will become cooperative availability Jan. 7, and *Marriage for Two*, which on Jan. 14 moves from 4:15-30 p.m. to 3-3:15 p.m. and will be offered as cooperative program beginning Jan. 28.

In other program changes, *Mark Trail* returns to ABC afternoon schedule in 5:15-30 p.m. spot vacated by shortening of *Big Jon & Sparkie*, and *Thy Neighbor's Voice* goes into 4:15-30 p.m. period now occupied by *Marriage for Two*.

BUSINESS BRIEFLY

FERTILIZER ACCOUNT ● Davison Chemical Corp., N. Y. (fertilizer), recommending limited spot schedule in radio to start after first of year. Agency, St. Georges & Keyes, N. Y.

HALO CONSIDERS ● Colgate-Palmolive-Peet Co., N. Y. (Halo shampoo), considering spot radio campaign in scattered markets using five daytime spots per week. Agency, Sherman & Marquette, N. Y.

AGENCY RECOMMENDS ● Charles W. Hoyt Co., N. Y., has recommended radio campaign for Kentucky Club Smoking Tobacco to parent Co., Mail Pouch Tobacco, Wheeling, W. Va.

GRIFFIN STARTING ● Griffin Mfg. Co., Brooklyn (shoe polish), starting annual spot campaign in Florida in late January, following warm season around country. Agency, Bermingham, Castleman & Pierce, N. Y.

RENUZIT ADDING ● Renuzit Home Products, Philadelphia, adding several markets to its spot and women participation shows, start-in early January. Agency, McKee & Albright, N. Y.

LEVER ON ABC ● Lever Bros. buying three quarter-hours weekly on ABC-TV's Frances Langford-Don Ameche show (Mon. through Fri., 12-1 p.m.). Effective Feb. 5, firm will sponsor 12-12:15 p.m. segment Tuesdays, Thursdays and Fridays. Agency, N. W. Ayer & Son, N. Y.

GENERAL MILLS TV ● General Mills has purchased 15-minute segment, Monday through Friday, on CBS-TV immediately following Arthur Godfrey's morning program, 10:30-10:45 a.m., effective first part of January. Product to be announced.

PERSONNA TO CONTINUE ● Advertising of Personna blades will continue during 1952 in radio, TV, magazines and newspapers, Otto E. Kraus, president, Personna Blade Co., announced Friday in a yearend statement. Mr. Kraus reported company's sales outlook for 1952 is even brighter than record made in 1951, its best year with nine times the volume obtained in 1950.

B&B ADDS TRIO

BENTON & BOWLES, N. Y., has added three persons to its publicity staff. They are Marian Read, formerly with National Assn. of Manufacturers, Patrick Sweeny, formerly with Dancer-Fitzgerald-Sample, and John Astengo, who joined Hollywood office and had been with Los Angeles Community Chest.

MBS 'GATOR COVERAGE

MUTUAL's coverage of 'Gator Bowl football game at Jacksonville, Fla., on New Year's Day will be available to MBS affiliates for local co-op selling, officials announced last week. Broadcast of game, Clemson vs. Miami, will begin at 1:45 p.m. (EST).

for more AT DEADLINE turn page

at deadline

MULTITAPE ANNOUNCED BY RAWDON SMITH ASSOC.

NEW PROCESS of duplicating tape-recorded programs announced last week by Rawdon Smith Assoc., Washington, following years of development. Process described as adaptable to television, also motion pictures.

Machine can turn out 40 copies of half-hour tape program in one hour without coupling two or more standard tape recorders under current techniques.

Co-developers of method are L. S. Toogood, Chicago, and Rawdon Smith, Washington consulting engineer. New process permits duplication described as indistinguishable from original tape, or even better if equalizing techniques are used to overcome flaws.

TEST PAY-AS-YOU-SEE

PERMIT to test its pay-as-you-see subscription TV system in Palm Springs, Calif., asked by International Telemeter Corp. in petition to city council. Telemeter would install special equipment to feed programs into desert community from KTLA (TV) Los Angeles (Paramount Pictures subsidiary) via system of cable and antenna facilities costing over $100,000. Equipment installation would be ready by early fall. Paramount heavy stockholder in ITC.

CREDIT ROLE REVISED

TECHNICAL change in Regulation W governing consumer credit, reconciling provisions with Office of Price Stabilization changes, made by Board of Governors, Federal Reserve System. Maximum loan value percentages are unchanged, being 85% for household appliances, radios and TV.

MISS. STATION JOINS ABC

AFFILIATION of WABG Greenwood, Miss., with ABC Radio network announced Friday by network, boosting ABC Radio affiliates total to 304. On 960 kc with 1 kw-D and 500 w-N, station is owned by Greenwood Broadcasting Co., with Cy N. Bahakel as general manager.

DALY IN CHICAGO

NEW office opened in Chicago at 135 S. La Salle St. by Harry J. Daly, attorney, in association with Downs, Johnson & Zahler. Thomas J. Downs, head of firm, is specialist in corporation, tax and transportation law. Mr. Daly will continue office in Metropolitan Bank Bldg., Washington.

ABC TO CARRY AWARD

DINNER honoring football "Coach of the Year," Chuck Taylor, of Stanford U., will be broadcast by ABC radio network from Cincinnati 10:30-11 p.m. (EST) Jan. 10. Harry Wismer, ABC sports broadcaster, will emcee broadcast and Scripps-Howard Columnist Joe Williams will present awards.

CALIF. DENIAL PROPOSED

INITIAL DECISION, denying by default application of Elwood R. Horwinski tr/as Radio Tahoe for 1240 kc with 100 w for Tahoe Valley, Calif., was issued by FCC Hearing Examiner Hugh B. Hutchison Friday. Denial was based on fact neither Mr. Horwinski nor counsel appeared when hearing was called Oct. 2.

In this Issue—

A BROADCASTING • TELECASTING special year-end survey finds radio business prospects for 1952 not only better than some gloomy prophets had been predicting but actually the best of all time. TV's future is unpredictably big. Both media are riding the crest of the national economic wave. The survey begins on *Page 23*. For complete index to special features in the survey see *Page 34*.

Five advertisers are preparing big radio spot campaigns. *Page 25*.

Total gross billings of four national radio networks were $14,970,355 in October, according to Publishers Information Bureau, P&G was top network spender. *Page 25*.

Radio and TV turn over big chunks of time to reports of U. S. prisoners of war held by Communists in Korea. *Page 30*.

Associated Program Service will set up TV film operation to distribute Encyclopedia Britannica films and pictures owned by Films Inc., which has rights to 16mm films made by Warner Bros. and 20th Century-Fox. *Page 47*.

Dr. Roslow, chief of Pulse, issues scathing criticism of Chappell report that found low correlation between Pulse and Hooper ratings. *Page 80*.

CBS-TV and two owned TV stations become NARTB Television members. *Page 49*.

New York State Bar Assn. condemns broadcasting and telecasting of Congressional hearings like famed Kefauver crime committee sessions. *Page 81*.

Government okays broadcasting construction projects worth $9.8 million, rejects another $3.1 million worth. *Page 61*.

Jurisdictional scrap by three unions is shaping up at CBS Radio and CBS Television operations in New York and Los Angeles. *Page 69*.

Movie interests want exclusive frequencies for theatre TV. *Page 56*.

NBC-TV will increase network rates by 10% next July 1. *Page 49*.

Abe Schechter returns to NBC as general TV executive. *Page 49*.

Industry must take stand against personnel costs which will make profitable operation prohibitive, says Harold E. Fellows, NARTB president. *Page 54*.

Expansion of State Dept.'s broadcasting operations, with primary emphasis on TV services for foreign countries, seen as fresh possibility. *Page 57*.

Upcoming

Dec. 27-29: Canadian Copyright Appeal Board meeting, Ottawa.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.

Jan. 7-10, 1952: National Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

(Other Upcomings page 35)

Closed Circuit

(Continued from page 5)

son Co., N. Y., currently preparing radio a TV campaign to start around Feb. 1.

STANDARD Oil Co. of California, wh *Standard Hour* is venerable institution Pacific Coast radio, filming new series hour-long musical shows for TV, using talent in classical field. Company expected place new TV series beginning next fall same western TV stations it is now using f new dramatic series that starts in January.

HADACOL MAY RESUME; COURT RULING AWAITED

LE BLANC Corp., under reorganization, w start advertising "shortly after the first of th year," providing approval of trustee is grante by that time, Milton F. Rosenthal, New Yor attorney selected for that position, announce Friday. Approval of Mr. Rosenthal as truste expected to be granted automatically by N. Y. Southern District Court, which initiall nominated him, once its jurisdiction over Le Blanc Corp. is established. After oral argu ments on jurisdiction, challenged by group o southern creditors, were presented to hi previous week, Judge William Bondy promise quick ruling, although in similar cases previ ously that has meant lapse of some months.

Advertising budget for Le Blanc Corp. manufacturer of Hadacol, will depend o availability of ready cash, Mr. Rosenthal said a difficult thing to estimate since it will be controlled largely by court order. Comparing it with previous Le Blanc budgets, Mr. Rosenthal said it would be "attenuated" at beginning, but he hoped it would be expanded as business warranted. Expenditures will be divided about equally between radio and newspaper advertising and will be mostly in South and Southwest. Corporation officials have not seriously considered television, as yet, he said.

TOP '51 NEWS STORIES REVIEWED BY ABC

TEN biggest news stories of year are to be reviewed from 3-3:30 p.m. EST Sunday when ABC radio network presents *This Year Around the World*, with John Daly narrating journalistic feature as recorded by network's news and special events department.

Included in radio-roundup will be recall of Gen. MacArthur, peace talks in Korea, Kefauver Crime Hearings, expulsion of British from Iran, Midwest floods, West Point cribbing scandal, Churchill's election, Eisenhower's building European defenses, firing of T. Lamar Caudle and Woodbridge, N. J., train wreck.

'SPACE PATROL' CHANGED

RALSTON PURINA Co.'s *Space Patrol* on ABC-TV, now carried alternate Sundays 6-6:30 p.m. (EST) instead of 4:30-5 p.m., to be fed live from KECA-TV Hollywood to network starting Jan. 13, ABC-TV announced Friday.

WDIA MEMPHIS ASKS BOOST

INCREASE in power to 50 kw-D and 10 kw-N on 1070 kc asked by WDIA Memphis in application filed Friday at FCC by Harry Daly attorney. Station now operating on 730 kc with 250 w-D.

for more AT DEADLINE see page 82

WREC IS THE *Key* TO A *2 BILLION DOLLAR* BUYING POTENTIAL

Rate, Per 1,000 Listeners,
Has Gone Down 10.1%
Compared With 1946—

RADIO REACHES FURTHER.
RADIO COSTS LESS.
RADIO DELIVERS MORE
THAN EVER BEFORE

WREC
MEMPHIS
NO. 1 STATION

Affiliated with CBS. 600 Kc. 5,000 WATTS

Represented by the KATZ AGENCY

KLZ — 30 YEARS OF SERVICE

REV. HAROLD M. GILMORE
Denver Council of Churches

"... countless thousands of shut-ins inspired!"

"Countless thousands of the sick, shut-ins and those who for some reason could not attend church have been inspired through this gracious consideration of the broadcasting hosts," says Rev. Gilmore, Exec. Sec'y, Denver Council of Churches.

For 15 years KLZ has withheld from sale Sunday morning 11:00 to 12:00 for exclusive use of Denver Protestant, Catholic and Jewish churches. KLZ provides the time, lines and facilities as a contribution to the religious life of its community.

The KLZ Church Hour is one of many KLZ public service participations in the community life of the Rocky Mountain West.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 HOOPER STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
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Washington 4, D. C. Telephone ME 1022

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TELECASTING Starts on page 45

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: John H. Kearney, Wilson D. McCarthy, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean D. Statz, Hilda Toler, Nellie Youso; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadl, Betty Krebs, Doris Kelly; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0771* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

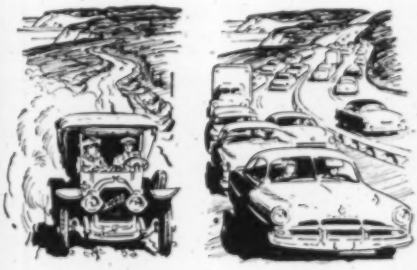
* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription rates $7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks $2.00 each additional if ordered with subscription. Add $1.00 per year for Canadian and foreign postage. Single copy 35¢.

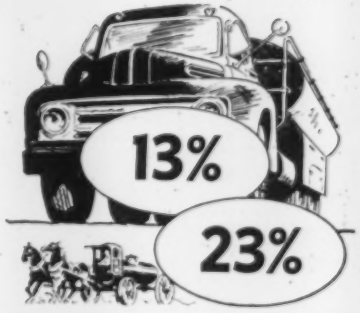
The bigger we grow the smaller we get!

1. Today, Union Oil Company does an annual business of over $250 million. This seems like a whale of a lot of business when you consider that back in 1910 (when we were 20 years old) we did an annual business of $12 million.



2. But back in 1910 there were only 468,500 cars in the U. S. and the average American used only one quart of petroleum products a day. Today there are over 44 million cars in the U. S. and the average American uses 1 9/10 gallons of petroleum products every day.

3. To supply this steadily increasing demand for petroleum products, long-established companies had to expand and many new companies have entered the field. As a result, *competition* has increased. In 1951 there were 4½ times as many oil companies in the U. S. as there were in 1910 – all in competition for your business.



4. Today we are among the nation's 100 largest corporations and are 20 times as big as we were in 1910. But here's the important point: 42 years ago we did about *23%* of the oil business in the 5 western states—our major marketing area. Today, in spite of our growth, we do only *13%* of the oil business in the 5 western states!

5. In view of all this, it seems rather strange to hear so much talk about *bigness*. Of course, individual oil companies are bigger. They have to be bigger to serve the bigger need. But the vast majority aren't as big *in proportion to the total business* as they were 42 years ago. In fact, they are getting "*smaller*" all the time.

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

Oklahoma City's
Only 50,000 Watt Station

KOMA

NEWS SENSE OR NUISANCE?

Our 24-hour metropolitan beat coverage of Oklahoma City News has won many listeners for KOMA . . . and we see to it that it won't cost us any!

You see, response to tests on our news regularly comes from 29 states, less interested in Oklahoma affairs than the 101 thousand radio families in Metropolitan Oklahoma City.

A simple rule keeps our local news from becoming a nuisance to them. Not a word of important local news is omitted, not an unimportant word permitted.

The result is that KOMA news-sense has provided news programmed for Oklahoma, but enjoyed by a quarter of the nation! For details, contact nearest Avery Knodel man or

J. J. Bernard
VP and General Manager

KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

agency

ABBOTT KIMBALL, president Abbott Kimball Co., N. Y., elected chairman of board of directors. WILLIAM C. MATHEWS, vice president and director, elected president.

HENRY BOKHOF, EDWARD J. COLLINS, RAYMOND J. MAYWORM copy supervisors, and JOHN B. BREUNIG, art director, elected vice presidents Foote, Cone & Belding, Chicago.

BUD GRANOFF elected vice president in charge of newly opened New York offices of Lohmeyer-Adleman Inc., Phila. JAMES S. MONTGOMERY appointed copy chief and member of plans board in Philadelphia headquarters.

L. BARTON WILSON, account executive Edward W. Robotham & Co. Hartford elected vice president Wilson, Haight & Welsh Inc., Hartford. JOHN BERRYMAN named art director of New York office Wilson, Haight & Welch. G. THOMAS GALANTI named production manager.

on all accounts

TERRI BRADY's chief regret in life is that she "hasn't accomplished much."

When you consider that the life of the be-dimpled timebuyer of Raymond R. Morgan Co., Hollywood, has so far consisted of only 25 years, that in the 21st of those she started in advertising as a script girl and now, four years later, answers to the title of timebuyer for one of the West Coast's leading advertising agencies, that concern would appear to be unfounded.

The modest Miss Brady isn't wholly dependent on her talent, ambition and a love of advertising, either. Of no apparent handicap to her or the agency is the 5' 10" of height, hazel eyes and long wavy brown hair that presents a most attractive picture to a hesitating client.

Miss BRADY

Accounts that Miss Brady represents regionally for the agency include J. A. Folger & Co., San Francisco (coffee); White King Soap Co., Los Angeles, which sponsor on an alternating basis the 15-minute Frank Hemingway newscasts, Monday through Saturday on the full Don Lee Network, plus the Arizona and Intermountain Networks, in addition to radio spots; Planter's Nut & Chocolate Co., currently participating on ABC Pacific Network *Lucky-U-Ranch*, a Raymond Morgan package; and the newly-acquired Victory Packing Co., Vernon (Calif.) (Thoro-Fed dog food, KalKan horse meat), which currently is working on plans for radio and television on regional spot basis.

To do a thorough job as a timebuyer, one can't just be a timebuyer *per se*, Miss Brady says. One must be familiar with other media as well as aware of the client's merchandising and production problems. All phases of these problems, she feels, must be taken into consideration to do a complete job in the particular media in which she is working.

A genuine native of Los Angeles, she was born Theresa Brady, June 11, 1926. Following graduation from John Marshall High School, Los Angeles, in 1943, she attended U. of California at Los Angeles, majoring in English. While attending the university, she satisfied a desire to get into newspaper reporting by working at the Los Angeles *Examiner*.

Later replacing this love with one for advertising which she thought would prove not only just

beat

FRANZ J. SERDAHELY, industrial copywriter A. E. Aldridge Assoc., Phila., named publicity director.

MOLLY ARMSTRONG appointed co-copy chief in charge of professional copy Lee Ramsdell & Co., Phila. **MARY P. WALLIS,** formerly with N. W. Ayer agency, to Ramsdell & Co., to assist in consumer division.

THOMAS M. PATTERSON ORGANIZATION, Phila., moves to new offices at 1715 Walnut St.

ROBERT GURVITZ, former associate editor Central Feature News, and **ROBERT BUSH,** senior editor General Electric News Bureau, named to public relations and promotion staff Cecil & Presbrey, N. Y.

CRAWFORD & PORTER Adv., Atlanta, Ga., elected to membership in American Assn. of Advertising Agencies.

JEROME H. SCOTT appointed account executive Guenther, Brown & Berne Inc., Cincinnati. Mr. Scott was with Al Herr Adv., Milwaukee.

ROBERT H. ANDERSON, Moloney, Regan & Schmitt, N. Y., named account executive in TV department Free & Peters, Chicago.

LLOYD B. MYERS, vice-president Holst, Cummings & Myers Ltd., S. F., resigns as president of Art Directors Club of San Francisco. His successor will be named shortly.

JOSEPH KELLER, account executive Dove Adv. Agency, Sioux City, Iowa, to Wank & Wank Adv., S. F., as assistant account representative.

JOHN K. CHURCHILL, associate research director in charge of media research and markets analysis Benton & Bowles, N. Y., resigns. His future plans are expected to be announced shortly.

ROGER F. MORAN, radio-TV copywriter and producer Young & Rubicam, Chicago, to creative staff Earle Ludgin & Co., Chicago.

H. VICTOR GROHMANN, president Needham & Grohmann Inc., N. Y., elected to board of governors for New York Council of American Assn. of Advertising Agencies, to fill unexpired term of **WALTER WEIR.**

CARL M. HEINTZ Sr., president Heintz & Co., elected chairman of board of governors of Southern California Chapter, American Assn. of Advertising Agencies. Others elected included **LEE RINGER,** president of Lee Ringer Co., vice-chairman; **JACK PRIVETT,** vice-president Mogge-Privett Inc., secretary-treasurer. Outgoing chairman is **RICHARD C. FRANCIS,** vice-president in charge of Pacific Coast for Campbell-Ewald Co.

DOROTHY M. HALLER, William H. Weintraub, N. Y., to Compton Adv., N. Y., as member of radio-TV copy department.

GEORGE PATTON, Roche-Eckhoff & Assoc., L. A., opens own agency, George Patton Co.

FRANK WOODRUFF, director of *Bigelow Theatre* productions for Young & Rubicam, resigns to do free lancing.

---

as interesting but perhaps more rewarding, she joined the Dan B. Miner Co., Los Angeles, as script girl. Within a year she had progressed to the timebuying department while still continuing her production duties on various radio shows. In 1950 she left that agency to join Walter McCreery Inc., Beverly Hills, in its radio and television department. In September of this year, she joined Raymond R. Morgan Co.

Still among the eligibles of the Hollywood glamour set, Miss Brady makes her home in Los Angeles. Though she lives pretty much on her own cooking, she would hesitate to recommend her work.

Hobbies include her record collection, a rather sizable one that runs from classical to jazz; swimming; horseback riding; dancing, which she adores, and housework, which she feels she can live without.

Miss Brady also is a member of the Los Angeles Advertising Women Inc.

Obviously OUTSTANDING . . .

WMBD
wins
DISTINGUISHED ACHIEVEMENT AWARD
for excellence of general news operation

In competition with radio stations throughout the nation, WMBD was recently named one of the 3 winners of Distinguished Achievement Awards for overall news operation. The results were announced by The National Association of Radio News Directors, at its Chicago Meeting in November.

Peorians are not surprised. The high caliber of WMBD news coverage is reflected in the consistently high audience ratings the newscasts maintain. The 5 members of WMBD's news staff, headed by Brooks Watson, have a combined background of some 75 years experience in factual reporting of local and national news. *All* newscasts are sponsored, many by the same advertisers for over 10 years!

BROOKS WATSON

OBVIOUSLY OUTSTANDING—THE NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET!

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

WANT TO TALK RADIO ON HILL?

New U. S. Sen. Seaton Will Be 'At Home'

IF ITS radio you want to talk about to Fred A. Seaton, Nebraska's new U. S. Senator to succeed Minority Leader Kenneth S. Wherry [B•T, Dec. 17], Sen. Seaton will not be found lacking.

While essentially a newspaperman, as he told a news conference last week, he's also a newsman who has had his share of experiences before the microphone. He has holdings in both radio and newspapers. He is president of KHAS Hastings, Neb., of KMAN Manhattan, Kan., and vice president of KGGF Coffeyville, Kan.

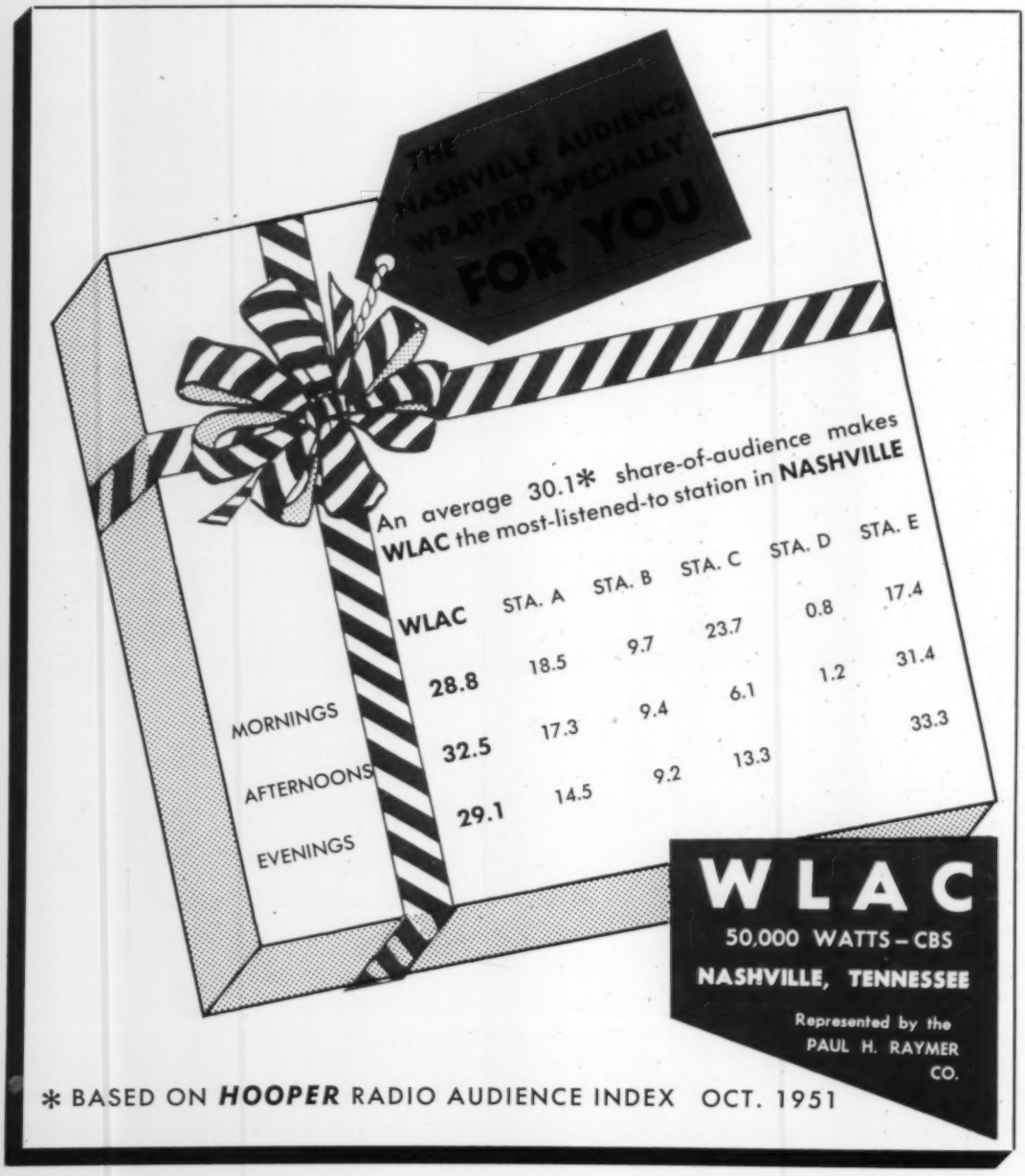
The Senator told BROADCASTING • TELECASTING that his newspaper experience dates back 35 years ago when as a seven-year-old, he puttered about his father's newspaper printing shop. "Radio came along," he recalls, "and I got into that too."

First association with radio for Sen. Seaton was at college where he broadcast over KSAC Manhattan (Kansas State College). Later he free-lanced covering football games for KMBC Kansas City and provided voice for network participations.

Radio legislation? Sen. Seaton answers that he can't help but give his attention to something he is interested in personally.

However, the Senate is not the career that the newly-appointed Senator expects to follow. He makes it clear that he accepted the appointment on the condition that he be permitted to step aside after one year (1953) and return to the radio-newspaper business.

ATTENDING spot radio clinic luncheon at New York's Biltmore Hotel Dec. 11 were (l to r) Murray Grabhorn, managing director, National Assn. of Radio & TV Station Representatives; Fred Hague, George P. Hollingbery Co.; Robert Durham, general advertising manager of the Metropolitan Life Insurance Co., who was honored guest; Russell Walker, John E. Pearson Co., and Jerry C. Lyons, Weed & Co., and chairman of the spot radio clinic committee.


THE NASHVILLE AUDIENCE WRAPPED 'SPECIALLY' FOR YOU
An average 30.1* share-of-audience makes WLAC the most-listened-to station in NASHVILLE
STA. A STA. B STA. C STA. D STA. E
WLAC
MORNINGS 28.8 18.5 9.7 23.7 0.8 17.4
AFTERNOONS 32.5 17.3 9.4 6.1 1.2 31.4
EVENINGS 29.1 14.5 9.2 13.3 33.3
WLAC
50,000 WATTS – CBS
NASHVILLE, TENNESSEE
Represented by the PAUL H. RAYMER CO.
* BASED ON HOOPER RADIO AUDIENCE INDEX OCT. 1951

milestones

► KYA San Francisco celebrated its 25th year of broadcasting last Tuesday. The event was marked by a combination anniversary-Christmas party at the Fairmont Hotel, where the station now maintains its studios. Civic and business leaders in the area joined the station staff in celebrating the event.

► Informal party feted Raymond J. Lloyd on his 25th anniversary with WIP Philadelphia as a member of the station's engineering staff. Mr. Lloyd was honored by Benedict Gimbel Jr., president and general manager of WIP, on Dec. 1. Special cake with a large silver WIP microphone as a center piece, and a gift from the station highlighted the party for Mr. Lloyd.

► WIS Columbia, S. C., has awarded five-year-service pins to Frank Harden, program director; Ed Hodgens, transmitter engineer, and Jimmie Lee Wise, porter. Now 14 employes—36% of the staff—have been with the NBC affiliate five or more years.

► ON-THE-AIR festivities helped signify the second anniversary of WOAI-TV San Antonio Dec. 11 when the station presented a half-hour TV celebration featuring its own talent. Background set for program was an enlarged reproduction of T-Day formally proclaimed by Mayor Jack White two years ago when WOAI-TV became city's first video outlet. Concluding part of show featured NBC-TV stars on network programs. Ed Hyman acted as m. c. for local program, produced and directed by W. Perry Dickey, WOAI-TV program manager. Station's promotion department sent to the trade a four-page, three-color souvenir program schedule in observance of anniversary.

HOW TO GET TOP-OF-COUNTER POSITION

in the Middle Atlantic market

Case history shows point-of-purchase exposure quadrupled by KYW "FEATURE DRUGS" advertiser

Recently, the manufacturer of an oral hygiene product began to use KYW's "Feature Drugs" plan to promote sales in the Philadelphia area.

Before the "Feature Drugs" merchandising representatives went into action, the product was displayed on the counters of only 32 stores out of a group checked. **Afterwards,** the product moved to top-of-counter position in 94 additional stores.

Cases of **multiple exposure** increased from two to 122. Distribution jumped to 100 percent! That's the kind of action *you* can expect when you participate in KYW's "Feature Drugs."

It's more than a radio show.. it's a complete program of advertising, merchandising and sales!

You get point-of-sale contacts, handled by a group of experienced drug merchandisers. **You get** pin-point promotions in hundreds of leading stores, with distribution of literature and samples where appropriate. **You get** regular reports on distribution, out-of-stock conditions, package visibility, shelf positions, rate of sale, competitive situations. In fact, KYW's "Feature Drugs" becomes a high-power extension of your own sales force in this important market! For availabilities and costs, check KYW or Free & Peters.

KYW PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

Westinghouse Radio Stations Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

52

reasons why
WISH is your best
buy in '52!

Full Merchandising Support

Integrated Promotion for every Advertiser

Follow-thru with wholesaler, retailer and customer contacts

Time-tested dealer-support program

Year-round success stories by the scores

Thorough Understanding of your particular Problem!

Wholehearted Cooperation down to the smallest detail

Owned and operated by Indiana people who Know and understand the great Indiana Market.

GET COMPLETE FACTS FROM YOUR BOLLING MAN — Or from WISH —
"The Station that never out-promises
BUT ALWAYS OUT-PERFORMS"

WISH
INDIANAPOLIS
1310 KC.

WHOT — South Bend
WANE — Fort Wayne
WHBU — Anderson

Owned and Operated by
UNIVERSAL BROADCASTING CO. Inc.

Represented Nationally by The BOLLING COMPANY

new business

Spot • • •

McCORMICK & CO., Baltimore (spices and extracts), which appointed Cecil & Presbrey, N. Y., a fortnight ago, is preparing a radio campaign using minutes and participations, daytime only, starting Jan. 1 in a number of markets for 39 weeks.

AMERICAN SNUFF Co., Memphis, to sponsor additional 13 *Old American Barn Dance* TV films as well as for a re-run of entire series of 26. Stations carrying the show, produced by Kling-United, Chicago, are WAGA-TV Atlanta, WBTV Charlotte, WFMY Greensboro, WMBR Jacksonville, WMCT Memphis and WSM-TV Nashville. WEST END BREWING Co., Utica, N. Y., will sponsor the program on four New York stations, WNBF-TV Binghamton, WRGB Schenectady, WSYR-TV Syracuse and WKTV Utica. Sales were made by United Television Programs. Agency for American Snuff is Simon & Gwynn, Memphis, and Harry B. Cohen, N. Y., is agency for West End Brewing.

Network • • •

PLANTER NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (Planter Salted Peanuts), starts sponsorship of *Lucky U Ranch*, Mon. through Fri., 12:30-1 p.m., on ABC Radio. Agency: Raymond R. Morgan Co., Hollywood.

GENERAL FOODS, N. Y. (Swansdown Cake Mixes, Instant Maxwell House Coffee), to sponsor *Claudia: Story of a Marriage* on NBC-TV, effective Jan. 6, in Sun. 6:30-7 p.m. period heretofore occupied by last half of *Hopalong Cassidy*, which has been under General Foods sponsorship. Agencies: Young & Rubicam, N. Y., for Swansdown Mixes; Benton & Bowles, N. Y., for Instant Coffee.

MILLER BREWING Co., Milwaukee (beer), scheduled to sponsor National Football League championship coverage when DuMont Network carried Cleveland Browns-Los Angeles Rams playoff Sunday. Agency: Mathisson & Assoc., Milwaukee.

REYNOLDS METALS Co., Richmond, to sponsor Dec. 29 simulcast of Arturo Toscanini and NBC Symphony Orchestra on NBC-Radio-TV, 6:30-7:30 p.m. EST. Agency: Buchanan & Co., N. Y.

CAMPANA SALES Co., Batavia, Ill., to sponsor *Sunday News Special* with newsman Ron Cochran over CBS Radio, Sun. 5:55-6 p.m., starting Jan. 6. Firm also sponsors five-minute Saturday newscast on CBS Radio, 11-11:05 a.m. Agency: Wallace-Ferry-Hanly Co., Chicago.

COLGATE-PALMOLIVE-PEET, Jersey City, renews sponsorship of three half-hours of *Strike It Rich* on CBS-TV, 11:30-12 noon five times weekly plus the half-hour nighttime version on Wed., 9-9:30 p.m. Agencies for account are William Esty, Sherman & Marquette, and Ted Bates, all of New York.

Agency Appointments • • •

EKCO PRODUCTS Co., Chicago, names Dancer-Fitzgerald-Sample, same city, to handle advertising for its Minute Mop division. Media plans are being made now. Sewell Gardner, head of the Chicago office, is account executive. Earle Ludgin agency, also Chicago, handles rest of account.

VICTORY PACKING Co., Vernon, Calif., names Raymond R. Morgan Co., Hollywood. Regional radio and TV spots planned.

QUAKER OATS, Chicago, names Price, Robinson & Frank, Chicago, to handle advertising on its macaroni and flour products effective Jan. 1. Media plans are being made now. Vice President Robert Everett is account executive.

DAN T. CASSIDY, San Francisco, drapery dealer, appoints H. M. Leete & Co., S. F. Radio will be used.

AIRBORNE FLOWER & FREIGHT TRAFFIC Inc., with offices in 12 major U. S. markets, appoints Sidney Garfield & Assoc., S. F.

DOUBLE AWARD for KTUL RESULTS

☆ CLEM SPERRY, Advertising Manager, OKLAHOMA TIRE and SUPPLY COMPANY: "By our own study, we have found radio to be the BEST MEDIUM we can use, day in and day out, to sell all types of merchandise at the lowest possible cost per impact. KTUL has done a fine job for us."

Both OTASCO and CLARKE'S are consistent KTUL ADVERTISERS

☆ VIOLA NOBLE, Advertising manager, CLARKE'S GOOD CLOTHES: "Clarke's has sponsored the 10 p.m. news on KTUL nightly without a break for 13 years. We don't need a Hooper to determine what this program does for us."

- THANKS TO THE "SUCCESS STORIES" OF THESE LOYAL SPONSORS, KTUL WON FIRST AND SECOND IN THE AUTOMOTIVE AND CLOTHING CATEGORIES, RESPECTIVELY, IN THE BAB "RADIO GETS RESULTS" CONTEST.

KTUL WAS ONE OF ONLY FIVE STATIONS IN THE NATION TO WIN TWO AWARDS — *Plus an* HONORABLE MENTION!
KTUL IS THE *RESULTS* STATION IN TULSA!

The AUDIENCE ACTION Station

KTUL CBS in TULSA

JOHN ESAU, Vice Pres.-Gen. Mgr. • AVERY-KNODEL, Inc., Radio Representative
Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City

Did you ever—

Try to build an ad around a piece of art?
It's like writing a spot from a sound effects start!
But now that we have him on the page this way,
Let's hear what Santa has to say.

"I've just stopped off at WRC,
Where the folks wanted to chat with me.
They gave me a message to pass on to you,
All you timebuyers, clients and office force too.

"You've all been so swell, the station folk said,
That we're eagerly awaiting the year ahead
When we'll be ready to serve you once more
With the good radio buys we have always in store.

"The last thing I heard down in Washington
Was this parting word for each and every one—
'Thanks a million from all of us here,
Best wishes for Christmas and the New Year.'"

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

WANT to find your coverage? KRLD-TV Dallas did and received the "right answer," according to W. A. (Bill) Roberts, assistant general manager in charge of sales for KRLD-AM-TV.

"Best way to get answers was to go to the grass-roots," Mr. Roberts reflected. Two months ago the station sent questionnaires to 750 dealers in North Texas who sell and service television sets. They were asked whether the picture and signal in the dealer's area was "good, fair or tertiary (occasional)."

A third of those questioned answered, and, KRLD-TV points out, showed "actual performance . . . enabled us to get a graphic breakdown of KRLD-TV coverage by counties, which has been translated into a map-picture, showing good, fair and tertiary." Also asked was whether the station's increased power to 27.3 kw visual and 13.6 kw audio improved its performance. Over 90% of the returns, the station asserts, proved the power increase "definitely improved reception . . ."

Mr. Roberts (l) explains color map of KRLD-TV's coverage by counties to Clifton Blackmon, in charge of advertising and director of public relations, First National Bank.

strictly business

RALPH HENRY

HE doesn't have to fight the "battle of the budget" when it comes to determining the advertising allocation for each year's operations—and this coming year he will direct the spending of more than $2 million. That's one of the unique features of Ralph Henry's job as advertising manager of the Florida Citrus Commission.

The main function of the Florida Citrus Commission, a state agency with headquarters in Lakeland, termed the "World's Citrus Center," is to advertise and promote the sale of Florida citrus throughout the U. S. and Canada. The agency is J. Walter Thompson Co., New York, which maintains a Lakeland office for close liaison with the Citrus Commission.

Mr. Henry was named head of the Commission's advertising department last October because of his first-hand experience in the citrus industry as well as knowledge of the merchandising and selling value of radio, newspapers and magazines from an individual market basis.

Starting his career with the Florida Citrus Commission in the spring of 1942 at Cleveland, Mr. Henry through the succeeding years worked with citrus advertising and sales in Cincinnati, Philadelphia and New York. As director of the Commission's merchandising division for the past five years, he has directed the important tie-ins of fruit sales in individual markets with both national and local advertising placed by the Commission's advertising agency. He hired and trained practically every one of the Commission's 30 field representatives now working in northeastern, central, western, and Canadian markets.

Ralph McDougall Henry was born in Amesville, Ohio. He went to high school in nearby Athens and attended Ohio U. in that city, where he obtained a B.S. in commerce in 1918. A job in the merchandising

(Continued on page 20)

IF YOU'RE INTERESTED IN 1952...

You'll Find That Promotion-Wise WISN Will Continue To Be Milwaukee's Most Productive Station During The New Year.

May We Wish You and Yours A Year Filled With Real Success And True Happiness.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO

WISN CBS

5000 WATTS

Represented by KATZ Agency

INDEPENDENT RADIO GIVES WHAT THE *HOME FOLKS* LIKE

JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:

"We believe this type of promotion (promoting Standard Oil's 'King Size Gas Buy') is excellent, and the dealers . . . have expressed their appreciation. Thank you again for this splendid cooperation."

—To Radio Station WMIN
St. Paul, Minnesota
From Standard Oil
Company (Indiana)
Minneapolis, Minnesota

"To say thanks (for excellent results obtained from WKYW spot radio) is putting it mildly. Dollar for dollar expenditure, your station is getting the larger portion of our advertising from this date on."

—To Radio Station WKYW
Louisville, Kentucky
From United Vacuum
Cleaner Stores
Louisville, Kentucky

ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

In one city, folks prefer hill-billy . . . in another, the choice is long-hair. Independent Radio programming caters to "home town" tastes . . . gives the folks just what they like . . . not whatever the network happens to supply. Result: Independent Radio builds *listener loyalty* . . . which, in turn, becomes *product loyalty* for *Independent* advertisers. It will pay *you* to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE	—Akron, Ohio	**WMIE**	—Miami, Florida	**KSON**	—San Diego, California
WBMD	—Baltimore, Maryland	**WMIL**	—Milwaukee, Wisconsin	**KYA**	—San Francisco, California
WBNY	—Buffalo, New York	**WKDA**	—Nashville, Tennessee	**KING**	—Seattle, Washington
WJMO	—Cleveland, Ohio	**WBOK**	—New Orleans, Louisiana	**KREM**	—Spokane, Washington
WVKO	—Columbus, Ohio	**WWSW**	—Pittsburgh, Pennsylvania	**WACE**	—Springfield, Massachusetts
KMYR	—Denver, Colorado	**KXL**	—Portland, Oregon	**KSTN**	—Stockton, California
KCBC	—Des Moines, Iowa	**WXGI**	—Richmond, Virginia	**WOLF**	—Syracuse, New York
WIKY	—Evansville, Indiana	**KSTL**	—St. Louis, Missouri	**KFMJ**	—Tulsa, Oklahoma
WCCC	—Hartford, Connecticut	**WMIN**	—Minneapolis—St. Paul	**WNEB**	—Worcester, Massachusetts
WXLW	—Indianapolis, Indiana	**KNAK**	—Salt Lake City, Utah	**WBBW**	—Youngstown, Ohio
WJXN	—Jackson, Mississippi	**KITE**	—San Antonio, Texas		
KLMS	—Lincoln, Nebraska				
WKYW	—Louisville, Kentucky				

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS · AIMS

WBIG
CBS
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market,* there were 279,436 cars Sept. 30, 1951.† The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 6,474% equipped with radios.

SOURCES:
* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways
** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts

CBS Affiliate

open mike

Spot Removers

EDITOR:

. . . I appreciated . . . your editorial called "Blind Spot" [B•T, Dec. 10]. There is an amazing number of very smart people who are completely misled by the PIB figures and I have heard some fantastic statements made in speeches because of the omission of the spot revenue in the radio side of the picture. The whole thing seems especially ludicrous when you realize that, in the case of the newspapers, nearly all of the national business is actually spot business . . .

Kenneth H. Baker
President
Standard Audit & Measurement Services
New York

* * *

Pedal Pushers

EDITOR:

The worst automobile driver in the world knows that he has to step on the brake if he wants to stop. But how many accidents have been caused by a driver becoming panicky and tramping hard on the accelerator, or perhaps depressing the clutch instead of the brake pedal? . . .

In the period of uncertainty facing the [radio] industry today, how many of the men in the driver's seat are pushing the wrong pedals . . .

But which are the right pedals and which the wrong? Programming toward radio's only dramatic strong point, that is, developing the program of illusion, the creation of a picture in the mind, is, as any commercial program director knows, the right pedal. Rate-cutting, as any successful business executive except the radio executive knows, is the wrong pedal. . . .

Blair Kelly
Staff Announcer
WGAL Lancaster, Pa.

* * *

Underprivileged Classes

EDITOR:

. . . For many years newspapermen have enjoyed rights and privileges not extended to radio and television newsmen. And you must admit, radio and TV newscasts are definitely here to stay.

These rights and privileges are as follows:

Newspapermen are exempt from jury duty, but not radio and television reporters.

Newspapermen may sue for damages for assault, but radio and TV newsmen cannot do so.

Official news releases to newspapers, but not to radio and television stations.

Local laws that will not permit radio and TV coverage of court procedure.

The right of newspapermen not to reveal the source of their story . . . a right denied to radio and TV news reporters . . .

Stuart Strand
News Director
WHIO-TV Dayton

* * *

Posy

EDITOR:

Your YEARBOOK is most valuable in our work here at Fort Benning. We use it daily to locate radio stations to whom we send tape recording of voices of men who are stationed here. Without your YEARBOOK we would undoubtedly have difficulty in determing these stations. So you see it is invaluable to us.

Louis E. Holz
Capt. Inf.
Public Information Officer
Ft. Benning, Ga.

* * *

Still Around

EDITOR:

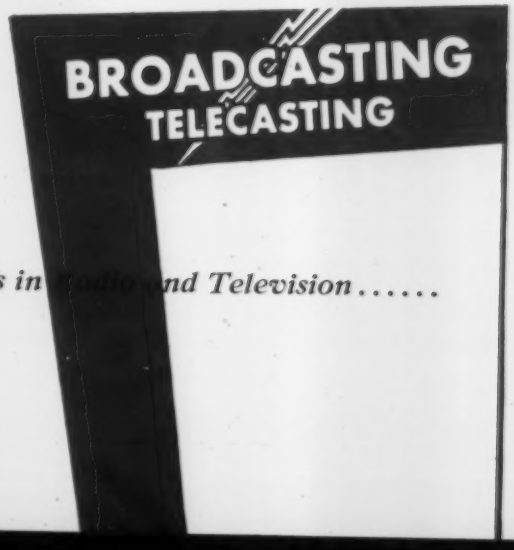
Are you still publishing the magazine entitled BROADCASTING • TELECASTING?

T. D. Phillips
Instructor, Radio-TV
Fulton High School
Knoxville, Tenn.

Colonels All

CHICAGO radio staff of Free & Peters has been collectively named F & P "Colonel of the Year" for 1951. Honor is normally awarded to the individual who "combines sales achievements, company contribution and growth in personal stature to a truly notable degree," H. Preston Peters, president of the station representative firm explained Monday, when he presented the scroll of colonelcy to John A. Cory, vice president and midwest manager. No man combined these qualities sufficiently to earn the award in 1951, Mr. Peters said, "but the Chicago Radio Team has turned in a sales record far above 1950—that deserves some special recognition."

Seasons' Best



in this or any season, the Best news in Radio and Television .....

Strictly Business

(Continued from page 16)

department of a large mail order house, the Chas. Williams Stores, lured him to New York, where he pursued studies at Columbia U.'s School of Finance at night.

Then Mr. Henry centered his managing and selling efforts on the Ford as manager of the F. R. Beasley Ford dealership in Nelsonville, Ohio, for 12 years and as partner in a New Lexington, Ohio, dealership for three years. He later was employed by the Goodyear Tire & Rubber Co. in Cleveland when citrus suddenly became the focus of his attention.

Within 24 hours a representative of the Florida citrus agency hired him, telling him he would have to learn the grocery business, authorizing him to set up a Cincinnati office for the Commission, and handing him a five-state territory as a field for Florida citrus promotion.

In his present position, Mr. Henry works closely with Commission Manager Robert C. Evans and with the five-commissioner Advertising Committee headed by O. C. Minton of Ft. Pierce. TV and radio are credited with the success of a special six-week campaign this past summer to move what was considered too large a backlog of processed citrus juices.

During the 1951-52 citrus season, the Commission will spend $253,000 for radio advertising and $410,500 for TV [B•T, Dec. 3, Oct. 8, 1]. The total of $663,500 represents a huge increase over the $213,000 spent during the last season.

Of television, Ralph Henry says, "Our products lend themselves to demonstration. We can show the housewife just how to prepare and serve citrus in the home." He and Commission Chairman W. F. (Red) Robinson of Leesburg firmly believe that because citrus represents an expenditure of $650 million per year by consumers, the industry should spend money for advertising in proportion to income, approaching the amounts allocated by producers of prepared flour and cold cereals.

On April 30, 1945, Mr. Henry married Mildred Raines of Columbus, Ohio. They have no children. The Henrys are Presbyterians. Mr. Henry belongs to the Rotary International, the Masonic Lodge and the Elks. His fraternity is Delta Tau Delta.

He says he has no hobbies, but at that remark Mr. Henry's secretary nods toward a stack of trade magazines. He takes home an armful every night.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)
REGULAR WEEK NOVEMBER 4-10, 1951
NIELSEN-RATING*

Current Rank	Program	Current Rating	Homes
EVENING, ONCE-A-WEEK (Average for Programs)		(7.6)	
1	Lux Radio Theatre (CBS)	17.5	
2	Jack Benny (CBS)	14.6	
3	Amos 'n' Andy (CBS)	13.6	
4	Our Miss Brooks (CBS)	12.5	
5	Fibber McGee & Molly (NBC)	12.4	
6	Arthur Godfrey's Scouts (CBS)	12.4	
7	Charlie McCarthy Show (CBS)	12.3	
8	Suspense (CBS)	12.1	
9	People Are Funny (CBS)	11.6	
10	Mr. and Mrs. North (CBS)	11.0	
EVENING, MULTI-WEEKLY (Average for All Programs)		(8.6)	
1	Beulah (CBS)	9.2	
2	Tide Show (CBS)	8.0	
3	Lowell Thomas (CBS)	7.9	
WEEKDAY (Average for All Programs)		(5.0)	
1	Arthur Godfrey (Liggett & Myers) (CBS)	9.1	
2	Romance of Helen Trent (CBS)	8.2	
3	Ma Perkins (CBS)	8.0	
4	Pepper Young's Family (NBC)	8.0	
5	Arthur Godfrey (Nabisco) (CBS)	7.9	
6	Our Gal, Sunday (CBS)	7.8	
7	Big Sister (CBS)	7.6	
8	Road of Life (NBC)	7.5	
9	Arthur Godfrey (Pillsbury) (CBS)	7.4	
10	Wendy Warren and the News (CBS)	7.2	
DAY, SUNDAY, (Average for All Programs)		(3.2)	
1	True Detective Mysteries (MBS)	7.5	
2	The Shadow (MBS)	7.0	
3	Martin Kane, Private Eye (NBC)	6.8	
DAY, SATURDAY (Average for All Programs)		(3.8)	
1	Stars Over Hollywood (CBS)	8.8	
2	Theatre of Today (CBS)	7.2	
3	Grand Central Station (CBS)	6.1	

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 41,903,000 —the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.
Copyright by A. C. Nielsen Co.

Luminescence Report

A SURVEY on the theories of luminescence—the property some materials have of giving off light when hit by a stream of electrons—has been completed by Navy research experts looking toward better television tubes and other products. These materials make possible TV tubes, fluorescent lamps and other objects, according to the Commerce Dept.'s Office of Technical Services. The report (PB 102 597—*A Survey of the Theoretical Aspects of the Luminescene of Inorganic Crystalline Solids*) is available at OTS, Commerce Dept., at $1 per copy.

AM SUCCESS

Advertiser Wins Contest

L. F. PUTNAM, a heavy radio advertiser for his home appliance store in Marysville, Calif., has won a General Electric sales contest which entitles him to an all-expense paid trip to New York in February.

Mr. Putnam, who placed the great bulk of his advertising over KMYC Marysville, took first honors in the San Francisco District during the contest period, Sept. 1 to Dec. 1.

Marysville and adjoining Yuba City form a community with fewer than 20,000 inhabitants. Mr. Putnam attributes to radio his winning out over dealers in metropolitan areas.

Buffalo's WGR Reaches This Extra Canadian Market "Duty-Free"

WGR's powerful signal knows no international boundary line. It penetrates the two-billion dollar Toronto-Ontario marketing area just as intensively as the rich industrial and farming areas of Western New York.

So, when you "buy" Buffalo on WGR, you get one of the biggest "pluses" ever offered by any broadcasting station.

CBS Radio Network

CBS Radio Network

WGR 55

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

Vic Diehm Says:

RADIO PROFIT

Greetings from the Belles on my Christmas Tree.

Vic

WAZL
Kathleen Rowan
Marie Vurcevich
Mary Lee McGeehan
Kitty Kahler
Catherine Briese

WHOL
Marjorie Bauman
Mildred Hein

WHLM
Francis Saunders
Bertie Faunas
Patsy O'Brien
Claire Peifer

WAZL ★ **WHOL** ★ **WHLM**

HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates)

ALLENTOWN, PA. CBS

BLOOMSBURG, PA. LIBERTY
(Owned and Operated by Harry L. Magee)

"The agency *knew*, when they picked KWKH"

Says GRAY McCRAW

President, McCraw Distributing Co., Shreveport

IMPORTANT LOUISIANA FEED DISTRIBUTOR

McCraw Distributing Co. is one of the largest and most successful farm-feed distributors in the Louisiana-Arkansas-Texas area. Their President is therefore in a perfect position to appraise KWKH's impact in rural areas. Here's what he recently wrote us:

"A few months ago I was named distributor for Nutrena Feeds in the Shreveport area, and I was rather amazed to learn that the manufacturer, Cargill, Inc., was using only one radio station, KWKH, to cover this area. Now I know why. This station reaches most of the farm families in my territory. They are thoroughly familiar with the product and with the radio program. Also, I have found this radio advertising helps me a lot in lining up new dealers. Those boys at the Bruce B. Brewer agency certainly knew what they were doing when they picked KWKH.

(Signed) *Gray McCraw*"

KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

SHREVEPORT Texas LOUISIANA Arkansas

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

VOL. 41, No. 26 DECEMBER 24, 1951

BROADCASTING

TRENDS for 1952

BEST EVER FOR RADIO, TV

IN ALL broadcasting history there was never a year like 1951.

For radio it was a year of reappraisal. Until the growth of television, radio had never really paused to measure its own strength or, much less, to recognize a serious need to display it. By the end of 1951, broadcasters had begun to fully comprehend the power of their medium, and from that recognition drew such confidence that they were expecting 1952 to be the best year ever in their business.

For television 1951 was a year of fantastic growth. Network billings increased by nearly 185% over billings the year before (see story page 46). Though time sales in other categories had not yet been computed, it was reasonable to predict that they were up accordingly.

Both radio and television were riding the crest of the wave in a national economy which was reaching flood tide. Employment was at record peaks; so was national income. Despite the changing emphasis from civilian to defense production, there were plenty of consumer goods to go around—and plenty which manufacturers had to advertise.

Though scarcities in some consumer lines were expected to develop in 1952, few broadcasters or their customers were worrying much about them. The overwhelming majority of business leaders whom BROADCASTING • TELECASTING talked to in compiling this year-end survey saw nothing but better business ahead in the first quarter of 1952.

In the view of many, what happened in 1951 was a settling down process in radio and television.

TV had grown big enough to be taken seriously; the novelty appeal had begun to wear off, and both advertisers and radio broadcasters began to look at TV in more sober perspective.

The question that broadcasters naturally asked was: What has radio got that TV hasn't? By year's end they had found a lot of answers. Two of them were: Economy and Size. These and other advantages were being sold to the hilt by broadcasters, as they had never sold before.

Probably the one event that crystallized radio action more than any other was the rate reductions made by leading networks in July, a choice made not by the networks but by their big advertisers.

What followed the network action was a spontaneous formation of an Affiliates Committee charged (and financed) to prevent further rate depression in the medium and to stimulate research that would be more equitable than the techniques that customers were using to drive rates down.

Surge in Selling

What also followed was an invigorated sales effort on the part of radio in most parts of the country. Broadcasters in many cities joined together to sell radio in competition with other media and not just with itself. All these efforts were paying off at the end of 1951, and, unless almost every prophet in the country was entirely wrong, they would pay off even better next year.

Meanwhile, the networks were making changes in operations to accommodate changing patterns in radio. The object of most of these was flexibility, to give the advertiser wider latitude than hitherto possible in choosing how many stations he would buy over what period of time.

The growth of television revenue far outstripped the growth of TV facilities. Frozen tight in the FCC ice, TV added only one station to the 107 that were on the air at the end of 1950. The major facility expansion of the year was the completion of the microwave-coaxial cable links connecting the West Coast to the East.

For both radio and television, 1952 promises nothing but expansion, bigger revenue for radio, bigger revenue and perhaps more stations for TV.

(For complete index of year-end statements by industry leaders see page 34)

ADVERTISERS: Most will maintain and some will expand their 1952 radio budgets. Only slight evidence of declining spending in radio appears. More will boost TV budgets than radio budgets; a lot of them will hold TV to 1951 levels. None expects to retrench in TV. (Page 28.)

AGENCIES: 58% of them will increase radio spending; 29% will stick to 1951 levels; 13% will cut back somewhat. 77% will spend more in TV, 22% will spend the same. Virtually none will cut television. (Page 29.)

AM STATIONS: Worth noting is the fact that AM stations in TV markets are more optimistic than those outside the competitive range of TV. Both kinds, however, think prospects excellent for the first quarter of 1952. An average increase of 12.65% in total billings for all stations is anticipated. (Page 27.)

TV STATIONS: Everything is rosy. Stations expect average increases in first quarter of 1952, compared with first quarter of 1951, of 53% in total billings; 67% in network billings; 61% in national spot, and 48% in local. (Page 46).

FM STATIONS: Those that are FM-only and separately programmed report steady upward trend. They look for total billings to rise 31% in the first quarter, local business to be up 29% and national spot up 11%. (Page 35.)

RADIO NETWORKS: 1951 billings will be slightly under levels of 1950, but network chiefs think the situation is stabilizing and that the future looks good. (Page 26).

TV NETWORKS: 1951 billings will increase by nearly 185% over those of 1950. The curve may settle down somewhat next year, but not if ambitious expansion of schedules into new daytime hours can help it. (Page 46).

NATIONAL REPRESENTATIVES: They're optimistic about both radio and television, although the biggest increases they anticipate are in TV. Some note a trend "back to radio" by sponsors who took too deep a plunge into TV. They especially applaud the "sell radio" drive of AM stations that developed during 1951. (Page 30).

FILM PRODUCERS: Some say business will double in 1952. Others say it will triple. They believe film will comprise 65-80% of all TV programming (Page 48).

IN ITS Dec. 31 issue, BROADCASTING • TELECASTING will survey 1951 accomplishments and 1952 prospects of other elements of the industry including TRANSCRIPTION FIRMS, REGIONAL NETWORKS, RESEARCH SYSTEMS, BROADCAST MUSIC INC., NATIONAL ASSN. OF RADIO FARM DIRECTORS, and will also publish a special report on LEGISLATIVE ACTION.

BAB ADVISORS

Two Groups Are Named

MEMBERSHIPS of two new BAB advisory committees — promotion, headed by President Donald W. Thornburgh of WCAU Philadelphia, and research, headed by Crosley Broadcasting Corp. President Robert E. Dunville [CLOSED CIRCUIT, Dec. 10]—were announced last Thursday by BAB President William B. Ryan.

The functions of the committees formerly were combined in a single six-man Research-Promotion Committee. Each will counsel with President Ryan and his staff on projects dealing with its particular field. First individual committee meetings of 1952 are tentatively scheduled at BAB offices in New York during the second or third week in January.

Named to the promotion and research committees were:

Promotion — Mr. Thornburgh, chairman; Simon Goldman, WJTN Jamestown, N. Y.; Louis Hausman, CBS; Paul Kesten, radio consultant; William McGrath, WHDH Boston; William McGuineas, WGN Chicago; Arden Pangborn, WOAI San Antonio; H. Preston Peters, Free & Peters, New York; Robert Schmid, Mutual.

Research—Mr. Dunville, chairman; Stanley Breyer, KJBS San Francisco; Martin Campbell, WFAA Dallas; George Higgins, KMBC Kansas City; Ernest Lee Jahncke, ABC; Henry P. Johnston, WSGN Birmingham; Eugene Katz, Katz Agency, New York; Walter Scott, NBC.

Yankee Appoints

YANKEE Network will be represented nationally by H-R Representatives Inc., effective Jan. 1, the network announced Thursday. Yankee has been represented by Edward Petry & Co. In addition to representing Yankee's regional network H-R Representative Inc. will serve as national representative by two Yankee-owned stations, WEAN Providence and WONS Hartford.

Avery-Knodel for WSLS

WSLS Roanoke, Va., will be represented national by Avery-Knodel Inc. starting Jan. 1, according to Horace Fitzpatrick, WSLS assistant manager. The station had been represented since 1947 by Weed & Co.

WWSC Names Rambeau

WWSC Glens Falls, N. Y., announced last week that it has appointed William G. Rambeau Co. as national representative.

Burn-Smith for WESB

WESB Bradford, Pa., has named Burn-Smith Co. as national representative, effective Dec. 20, according to Joseph M. Cleary, WESB general manager.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Shall we leave the comedy to Milton Berle, Dr. Kratzmeyer, and get on with the operation?"

WINS POWER BOOST

Now 50 kw Night

WINS New York reported last week that it commenced operations with 50 kw nighttime power—an increase from 10 kw—on Wednesday night, following notification from FCC that a license had been issued covering the power boost.

Spokesmen said the station had been engaged in program tests for 50 kw for approximately two months pending receipt of the license. Owned by Crosley Broadcasting Corp., WINS operates on 1010 kc with 50 kw day and has had a construction permit for 50 kw at night for some time.

KFRM Joins CBS

KFRM Concordia, Kan., daytime station owned and operated by the licensee of KMBC Kansas City, has joined the CBS Radio Network as a bonus station to KMBC, William A. Schudt Jr., national director of station relations for CBS Radio, announced last Wednesday. The affiliation, effective Dec. 16, brought the total of CBS Radio affiliates to 207. KFRM, operating with 5 kw on 550 kc, daytime only, and KMBC, on 980 kc with 5 kw fulltime, are licensed to Midland Broadcasting Co., headed by Arthur B. Church as president with George Higgins as vice president and general manager.

1865 Arthur Capper 1951

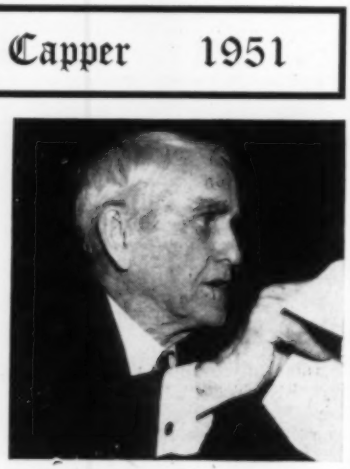
ARTHUR CAPPER, 86, died last Wednesday in Topeka, Kans. The former U. S. Senator and midwest publisher and station owner had been in ill health, suffering three pneumonia attacks in the past year.

The former Senator was head of Capper Publications Inc., which publishes *Kansas City Kansan* and *Topeka Daily Capital*. Capper Publications controls the Topeka Broadcasting Assn. Inc. (WIBW Topeka) and the KCKN Broadcasting Co. (KCKN Kansas City).

Although not active in radio legislative matters during his tenure in the Senate, which was continuous from 1919 to 1948, he was author of the Capper Bill to prohibited liquor advertising.

The dry bill was a perennial, the former Senator having introduced anti-liquor legislation in some eight sessions of Congress. However, the bill got only as far as obtaining a hearing before the Senate Interstate & Foreign Commerce Committee in 1947 [B•T, April 19, 1947].

Outstanding in business and politics, the Kansan had only a high school education. He worked in a printing shop and rose to owner of 10 midwestern newspapers and magazines whose circulation was more than 4.5 million.



When 49, Mr. Capper was elected Kansas' first native born governor, then he went to the Senate in Washington. He was a Republican. He is survived by a sister, Mrs. A. L. Eustice, Evanston, Ill.

Funeral services were held last Saturday at the First Methodist Church in Topeka. Burial was to be in the Topeka Cemetery.

WEED ELECTED

Is President of NARTSR

ELECTION of Joseph J. Weed, of Weed & Co., as president of the National Assn. of Radio and Television Station Representatives was announced last week following the association's annual elections. He succeeds Robert D. C. Meeker, of Robert Meeker Assoc., in the NARTSR presidency.

Mr. Weed

Other officers named in the balloting:

Eugene Katz, of the Katz Agency, was elected vice president. Adam J. Young Jr. of Adam J. Young Jr. Inc., was named secretary and William H. Weldon, of Blair-TV Inc., was chosen for treasurer. Joseph F. Timlin, of Branham Co., was elected to a two-year term on the board of directors.

Mr. Meeker, as retiring president, automatically becomes a director for a one-year term when the new slate takes office Jan. 1. The directorate held by Russell Woodward, of Free & Peters, has two more years to run and was not involved in the elections. Murray Grabhorn is NARTSR's managing director.

First NARTSR board meeting in 1952 is scheduled for January and the first membership meeting, for March.

Two Join ABC

ABC RADIO announced last Thursday it is adding two North Carolina affiliates—WFRC Reidsville and WGAI Elizabeth City—which will boost its affiliation total to 303 stations when the new contracts become effective Jan. 1 (see early story page 77). WFRC, owned by Piedmont Carolina Broadcasting Co., operates on 1600 kc with 1 kw and is under the general managership of Steve Woodson. WGAI, 560 kc with 1 kw day and 500 w night, is licensed to WGAI Radio Co. with Aulden Baker as general manager.

Appliance Makers Buy

APPLIANCE manufacturers are concentrating on aggressive local radio advertising campaigns, according to Frederic W. Ziv Co., which reported that during the past month General Electric and Hotpoint dealers—often with co-op money—have bought Ziv programs for sponsorship in 18 cities. Although contracts have been signed in the pre-Christmas shopping season, most of them are for a firm 52 weeks, it was reported.

SPOT RADIO

Five New Accounts Sign

By FLORENCE SMALL

THE STATE of spot radio is strong and the prospects are for continued good health, according to a survey made by BROADCASTING• TELECASTING last week.

Five new and rather formidable campaigns are currently in preparation, more than compensating for the momentarily baleful effects of the departure of two advertisers from the spot arena: Surf, through N. W. Ayer & Son, and Blue Star Blades, BBDO.

Mirroring the bullish temper in spots was the announcement last week of renewals of a large number of network radio contracts.

Significant Campaign

Most significant of the new campaigns in spot radio is that of Brown & Williamson, Louisville, which is currently preparing a radio spot schedule in regional and smaller markets, outside of TV areas, for its Kool and Viceroy cigarettes, starting on varying dates from Jan. 1 to Jan. 15. Contracts range from 13 to 52 weeks and are being placed by Ted Bates Co., New York.

Another new radio spot announcement schedule is being placed by Foremost Dairy for its milk, ice cream and frozen orange juice products through Fletcher D. Richards Inc., New York. Foremost will use 50 stations starting early in January for 26 weeks.

A third entry in spot radio is McCormick & Co., Baltimore (spices and extracts), through Cecil & Presbrey, New York, using minutes and participations, daytime only, starting Jan. 1 in a number of markets (see NEW BUSINESS page 14). Contract is for 39 weeks.

The fourth newcomer is Ballantine Ale through J. Walter Thompson Co., New York, which is preparing a spot, news and sport schedule in major and smaller markets, mostly on the Eastern Seaboard, to start after the first of the year. Contracts are for 52 weeks. This marks an emphasis in radio for this advertiser, since Ballantine is not cutting its TV schedule but placing additional money in radio.

The fifth is Best Foods' Nucoa's 33-week campaign as well as its H & O Oats' 22-week schedule starting Feb. 17, both placed through Benton & Bowles, New York.

Renewals Recorded

But significant as this new business in radio spots may be, perhaps the firmest indication of the good health of the industry is reflected in the number of major renewals recorded last week.

One of the most important of these was General Mills Gold Medal flour renewal of *Hymns of All Churches* on 60 stations, effective Jan. 1. Contract is for 52 weeks, placed through Dancer-Fitzgerald-Sample, New York.

American Chicle Co., New York, for its Clorets, renewed for 26 weeks its complete list of 48 stations, effective Jan. 1. Dancer-Fitzgerald-Sample, New York, is agency.

Ward Baking Co., New York, starting the first of the year, will resume all its radio spot in all of its plant cities, through J. Walter Thompson Co., New York.

Colgate-Palmolive-Peet has renewed its present Palmolive and Colgate Dental Cream schedule but has cut back temporarily on some of its Octagon renewals, through Ted Bates Co., New York. C-P-P through William Esty Co., New York, has renewed on most stations for Vel and Fab. All contracts are for 52 weeks.

B. C. Headache Powder through Harvey-Massengale Co., Durham, has renewed its schedule. The same is true of Stanback through Piedmont Adv., Salisbury, N. C.

General Electric (Lamp Div.), through BBDO, effective Jan. 1, renews its 20-week schedule on 70 stations.

Esso Standard Oil Co., through Marschalk & Pratt, is understood to be continuing its list of radio stations for its news programs with 52-week contracts effective Jan. 1.

Anacin Aspirin through John F. Murray Agency, has picked up all of its availabilities for the new year.

Ex-Lax, through its new agency, Warwick & Legler, New York, is understood to be reviewing its list.

Other renewing advertisers in spot radio are Continental Baking Co., Standard Brands, Blue Bonnet Margarine and Royal Desserts, all through Ted Bates & Co.

Of all the major radio spot advertisers, only two, *Time* and *Life* magazines and Birdseye Frozen Foods, both through Young & Rubicam, New York, have not yet made their renewal decisions.

Renewals of network radio contracts reported last week, or completed within the past fortnight, include the following:

Tandem Plan

NBC Radio—The three shows offered under "Tandem Plan"—the 7:30-8 p.m. segment of Sunday evening's *Big Show*, *Martin and Lewis Show* on Friday 8:30-9 p.m., and *Mr. Keene* on Thursday 8:30-9 p.m. —have been renewed by Liggett & Myers, Whitehall Pharmacal Co. and American Chicle Co. Additionally, R. J. Reynolds Tobacco Co., through William Esty Co., has renewed *Grand Ole Opry*, Saturday, 9:30-10 p.m.; Mutual Benefit of Omaha, *On the Line With Bob Considine*, Saturday 5:45-6 p.m., through Bozell & Jacobs, Omaha; DuPont, *Cavalcade of America*, Tuesday 8-8:30 p.m., through BBDO, New York, and Reynolds Metals, the 6:30-7 p.m. segment of *Big Show*, through Buchanan & Co., New York.

CBS Radio—Procter & Gamble has renewed *Rosemary* Monday through Friday, 11:45-12 noon, through Benton & Bowles, New York; Metropolitan Life Insurance Co., *Allan Jackson and the News*, Monday through Friday, 6-6:15 p.m., through Young & Rubicam, New York; General Foods, *Renfro Valley Sunday Morning Gathering*, Sunday, 8:30-9:15 a.m., through Benton & Bowles, New York; Wm. Wrigley Jr. Co., *Life With Luigi* Tuesday, 9-9:30 p.m., through Arthur Meyerhoff & Co., Chicago; Sterling Drug, *Pursuit*, Tuesday, 9:30-10 p.m., through Dancer - Fitzgerald - Sample, New York; Toni Co., *Grand Central Station* Saturday, 1-1:30 p.m., and *It Happens Every Day*, through Foote, Cone & Belding, Chicago, and Lever Bros., *Arthur Godfrey's Talent Scouts* simulcast Monday, 8:30-9 p.m., through Young & Rubicam, New York.

ABC Radio—Philco Corp. has renewed 9-9:15 a.m. segment of Monday-through-Friday *Breakfast Club*, through Hutchins Adv. Co., Philadelphia; American Chicle Co., *Will Rogers Show*, Tuesday, Thursday, 5:55-7 p.m., through Sullivan, Stauffer, Colwell & Bayles, New York, plus "Pyramid Plan" participations in *Top Guy* Wednesday, 8:30-9 p.m., and *Defense Attorney* Thursday, 8-8:30 p.m., through Dancer - Fitzgerald - Sample, New York; and Warner-Hudnut Inc., Walter Winchell newscasts Sunday, 9-9:15 p.m., through Kenyon & Eckhardt, New York.

Mutual—American Federation of Labor has renewed *Frank Edwards and the News*, Monday through Friday, 10-10:15 p.m., through Furman-Feiner Co., New York; Kraft Foods, 11:30-45 a.m. Tuesday and Thursday portion of *Queen for a Day*, through J. Walter Thompson Co., Chicago; P. Lorillard & Co., 11:45-12 noon Monday-through-Friday segment of *Queen for a Day*, through Lennen & Mitchell, New York; and Pal Blade Co., *Rod & Gun Club of the Air*, Thursday, 9:05-9:30 p.m., through Al Paul Lefton Agency, New York.

OCTOBER GROSS

P&G Spends Near $1.5 Million

SPEARHEADED by Procter & Gamble Co., which increased its gross purchases of network radio time from $1,300,449 in September to $1,483,852 in October, combined time purchases of all clients of four national radio networks in October totaled $14,970,355, well ahead of September's $11,860,646, according to data compiled by Publishers Information Bureau on network advertising expenditures.

PIB reports on time sales of NBC, CBS, ABC and MBS, does not yet include figures for Liberty Broadcasting System.

Eight of the top 10 users of time in October (Table I) were also in the top 10 list for September. Liggett & Myers Tobacco Co. and Philip Morris Co. joined this select group in October, replacing American Tobacco Co. and Gillette Safety Razor Corp., which had appeared in the September list. Leading advertiser in each product class of network client is shown in Table II.

Food advertisers as a group were

(Continued on page 63)

TABLE I

TOP TEN RADIO NETWORK ADVERTISERS DURING OCTOBER 1951

1.	Procter & Gamble Co.	$1,483,852
2.	Lever Bros. Co.	647,772
3.	Sterling Drug	639,307
4.	Miles Labs	623,269
5.	General Foods Corp.	547,307
6.	General Mills	504,654
7.	Liggett & Myers Tobacco Co.	487,063
8.	Campbell Soup Co.	470,056
9.	American Home Products	426,473
10.	Philip Morris Co.	423,384

TABLE II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR OCTOBER 1951

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 30,429
Apparel, Footwear & Access.	Brown Shoe Co.	14,045
Automotive, Auto. Access. & Equip.	Electric Auto-Lite Co.	87,350
Beer & Wine	Pabst Brewing Co.	75,269
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	112,462
Confectionery & Soft Drinks	Wm. Wrigley Jr. Co.	148,578
Consumer Services	A T & T Co.	75,857
Drugs & Remedies	Miles Labs	623,629
Foods & Food Prods.	General Foods Corp.	547,307
Gasoline, Lubricants & other Fuels	Standard Oil Co. of Indiana	107,606
Horticulture	Jackson & Perkins Co.	8,557
Household Equip.	Philco Corp.	140,159
Household Furn.	Armstrong Cork Co.	33,136
Industrial Materials	U. S. Steel Corp.	96,480
Insurance	Prudential Insurance Co. of America	134,525
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	91,422
Office Equip., Stationery & Writing Supplies	Hall Bros.	64,608
Publishing & Media	Book Assoc.	12,972
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	133,863
Retail & Direct by Mail	Dr. Hiss Shoes Inc.	948
Smoking Materials	Liggett & Myers Tobacco Co.	487,063
Soaps, Cleaners & Polishes	Procter & Gamble Co.	979,560
Toiletries & Toilet Goods	Gillette Safety Razor Co.	419,135
Transportation, Hotels & Resorts	Assn. of American Railroads	76,307
Miscellaneous	American Federation of Labor	104,604

AM NETWORKS ANSWER TV's CHALLENGE

ONE BIG question confronting radio networks at the close of 1950 is whether, or how long, time rates can be kept from collapsing.

BROADCASTING • TELECASTING
Dec. 25, 1950

THE QUESTION was answered this year.

All four old-line networks dropped their prices from 10 to 15% in time periods most affected by television viewing. It was an emergency measure to alleviate the clamor of advertisers for even lower rates.

But as 1951 drew to a close, emergency tactics had been replaced by long-range strategy. The networks were all taking careful measure of themselves and of their times to find a way of extending their usefulness into a healthy future.

It was not an easy job. Last week Frank White, president of Mutual (the only one of four networks whose year's billings increased) summed up the network problem this way:

"Like Alice's Looking-Glass characters, we have to run hard to stay in the same place. . . ."

But though the job wasn't easy, it was not so hard as to defy achievement. There were plenty of signs that networks were entering 1952 in a far more vigorous state of mind and better fighting trim than they had entered 1951. Part of the revitalization came from the awareness that 1951 had not been nearly as bad as some had predicted it would be.

It looked as though the total gross billings of the four radio networks whose figures are reported by Publishers Information Bureau would be about 4.4% below billings for 1950.

$175,350,000 Gross

Although PIB reports are complete only through October, a projection and estimate by BROADCASTING • TELECASTING indicate that total gross billings in 1951 will be $175,350,000, compared with the $183,519,037 that PIB reported for the year of 1950.

Network by network, the BROADCASTING • TELECASTING estimates for 1951 and PIB totals for 1950 were:

	1951	1950	Pct. Change
ABC	$32,600,000	$35,270,845	-7.6
CBS Radio	70,000,000	70,744,669	-1.1
MBS	17,750,000	16,091,977	+10.3
NBC	55,000,000	61,411,546	-10.4
Total	$175,350,000	$183,519,037	-4.4

(Note: CBS Radio and NBC rate cuts effective July 1, were made in gross card rates and hence are reflected in PIB figures which are computed on the basis of gross card rates. ABC and Mutual readjustments were in the form of extra discounts, and since their gross card rates remain unchanged, their reductions are not indicated in PIB reports.)

Network Presidents Look to 1952 . . .

Mr. Kintner Mr. White Mr. McLendon Mr. McConnell Mr. Meighan

* * *

CBS Radio

Howard S. Meighan, president:

"In my opinion radio faces several basic problems in its economic progress toward the future. Among them:

"1. The reallocation of leisure time by the newspaper and magazine-reading, movie-going and radio-listening public which is now adding TV viewing to its entertainment fare.

"2. The reallocation of advertising dollars by the magazine, newspaper and radio advertising user who is now experimenting with costly TV.

"3. The reallocation of emotional interest on the part of the movie, legit and radio artist and artisan to whom TV is the biggest thing since sex and Shakespeare.

"Each of these problems can be illustrated in spectacular fashion as we all know. Viewed with a myopic eye, the full nature of any one of the problems could be completely depressing.

"A calm, long-range analysis, however, indicates strong hypotheses that might well end up as accomplished facts. It seems as little likely that television will kill

(Continued on page 37)

* * *

MBS

Frank White, president:

"Certain years in this business seem, in retrospect, to mark special milestones for broadcasters, while other years have mostly made history for advertisers. I think 1951 will go down in the record books as a year of turning-point significance for both broadcasters *and* advertisers.

"My own book rates 1951 as the year in which the radio industry—and a great many of its clients—woke up and faced facts. It is true that Mutual's own awakening took place some time before but the main evidence of our fact-facing did not become fully visible until this year. In short, we had pioneered in many of the advances which the whole industry has taken, toward the common goal of an even-better vehicle for moving customers' goods; and the over-all shape of this advance is what distinguishes the year now closing.

"One of the biggest facts of '51 was the *form* in which TV emerged as an advertising medium . . . with aspects other than its novelty and glamor coming clear for the first time. There was evidence of new audience highs for certain shows in certain areas, and certain spon-

(Continued on page 36)

* * *

NBC

Joseph H. McConnell, president:

"A little over a year ago, we at NBC decided that the time had come to emphasize and utilize radio's strong points to the fullest. We felt then, and subsequent developments have proved us correct, that the investment of funds, more specific tailoring of programs and new intensified sales approaches would benefit the radio network greatly. We have acted upon our beliefs.

"Today, we sell radio on its fundamental value to advertisers. We have formulated techniques that have made the NBC radio network one of the most compelling and attractive buys offered advertisers by any medium. Our news service is in the process of calculated expansion and our musical programming is being augmented to appeal to all tastes. Our current plans include bringing to NBC listeners, at low cost to advertisers, the greatest names in the entertainment field.

"As a result, we feel that we have adopted a realistic policy towards radio's position in the broadcasting world of today, and

(Continued on page 81)

* * *

ABC

Robert E. Kitner, president:

"This past year has been the most successful in the history of ABC. In both radio and television, our network registered notable gains—in the acquisition of new, outstanding programs and in the utilization of our facilities by many more of the nation's top advertisers.

"During 1951, television took the giant stride to the Pacific Coast which the entire industry had so long awaited. [For story on television networks, see page 46.] During the coming year the results of that stride will manifest themselves and we believe that nowhere will those results be more in evidence than on the television network of ABC. In its Hollywood ABC-TV Center, our network already has the largest, most completely equipped and most modern television production site on the West Coast. From it, drawing upon the wealth of talent and technicians available in Hollywood, we plan to bring to ABC televiewers top productions, both live and on film.

"Similarly, the completion of the

(Continued on page 35)

LBS

The year 1951 also saw the rise of a fifth national network, Liberty Broadcasting System, which at year's end was busting out all over.

Gordon B. McLendon, LBS president:

"Having never put across a point by being vague, I shall be as blunt as I know how.

"With the Supreme Court's decision in the *Lorain Journal* case, there is obviously an increasing legal and judicial concern with the possibility of monopoly inherent in competitive relationships between newspapers, AM, FM and TV.

"I predict that in 1952 many people, including the Federal Communications Commission, will arrive at the conclusion that competition in the communications field is being strangled to death. If nothing is done, within 10 years economic circumstances will have created a monopoly of communications within this country that has been exceeded only in dictatorships. With the advent of TV, there began the formation of a hor-

(Continued on page 81)

AM STATIONS

AM STATIONS in both TV and non-TV markets expect their total billings to increase in 1952.

Even more surprising to the portion of the advertising world that still hasn't discovered radio is here to stay is the revelation in a BROADCASTING • TELECASTING year-end survey that AM stations in TV markets expect total billings to go up even more than their brother stations in areas not having any television.

Reduced to digits, the situation looks this way:

- AM stations in TV markets believe total billings will increase 13.09% in 1952.
- AM stations in non-TV markets expect total billings to go up 12.32%.
- Average increase in total billings for all AM stations will be 12.65%.

The estimate of a 12.65% average increase for all AM stations matches closely a September prediction that autumn business would go up 14.53% over autumn of 1950 [B•T, Sept. 17].

Forecast estimates are based on returns from substantial lists of stations in both TV and non-TV areas. The stations are believed to represent a true cross-section in each category.

Breakdown of Responses

Not all types of billings will increase in 1952, AM stations indicate. In non-TV markets the AM stations expect:

- Local billings will increase an average of 12.79%.
- National spot billings will increase 13.74%.
- Network billings will go down 6.82%.

The AM situations in TV markets judging by the station forecasts, will be like this:

- Local billings will increase an average of 15%.
- National spot billings will go up 9.55%.
- Network billings will drop 2.75%.

Taking the average changes forecast by all AM stations, both TV and non-TV markets, the combined results figure this way:

- Local billings will increase 13.66%.
- National spot billings will increase 11.72%.
- Network billings will drop 5.60%.

Roughly the same trends were forecast just one year ago, at a time predictions were freely made that radio was doomed to wilt away day by day. All available signs show that the year-old survey estimates were well founded though station income was struck by a network-instigated flush of rate-cutting.

A year later the shock of rate-cutting has been dissipated to a considerable extent but stations are expecting their network income to be a little lower than it was in 1951—down 5.60% according to the estimate of all AM outlets participating in the survey.

TV Hasn't Hurt

Looking at individual estimates, only one AM station in non-TV markets looked for a drop in total billings and that was a 10% decline. Small decline was forecast in local business by one station and two outlets predicted national spot would be down slightly. Nearly a third of stations figured network billings would increase in 1952. In TV markets the situation almost exactly paralleled the non-TV areas.

Isolated instances of unusual optimism were apparent in both TV and non-TV regions. Highest increase in non-TV areas was an estimated 25%. On the other hand, a number of estimates in TV areas were 25% or over, with one looking for a 50% boost in total billings.

Interesting aspect of the broadcast study lies in the scarcity of television comments. Judging by comments of radio executives TV has not hit them hard enough to hurt. At the same time, TV stations have been riding an upward wave and a high percentage of them are operating in the black or are close to that point.

Some cities are enjoying better relations with large retailers, historically the softest phase of broadcast operation. Apparently the industrywide fight to persuade retailers that radio can sell for them is beginning to leave its impact.

See Good Year

Added up, the comments of broadcasters give the idea that 1952 will be a fine radio year, probably the best in the medium's 31 years.

Typical broadcaster comments follow:

Hugh K. Boice, general manager, WEMP Milwaukee: "We expect radio business in Milwaukee to be as good or better than 1951—an all-time high. Radio continues to meet its competition from within—television, and its ability to produce good sales results against other

(Continued on page 65)

WHAT'S AHEAD IN '52 FOR AM RADIO?

Prospective First Quarter, 1952
Compared with First Quarter, 1951

TOTAL BILLINGS

Radio in All Markets	12.65% up
Radio in Non-TV Markets	12.32% up
Radio in TV Markets	13.09% up

LOCAL BILLINGS

Radio in All Markets	13.66% up
Radio in Non-TV Markets	12.79% up
Radio in TV Markets	15.00% up

NATIONAL SPOT

Radio in All Markets	11.72% up
Radio in Non-TV Markets	13.74% up
Radio in TV Markets	9.55% up

NETWORK

5.6% down	Radio in All Markets
6.82% down	Radio in Non-TV Markets
2.75% down	Radio in TV Markets

ADVERTISERS

Scant 6% Will Reduce Budgets

AN OVERWHELMING percentage of national advertisers will increase radio expenditures during the coming year or else hold them at the same level.

This same favorable trend—a little more so, in fact—will appear in the television budgets of national advertisers.

Only slight evidence of declining radio expenditures appeared in final tabulations of a BROADCASTING • TELECASTING survey conducted among leading advertisers spending a heavy share of the total national figure.

The survey results showed:

● Fifty-three percent of national advertisers plan to increase their radio expenditures next year; 41% plan to spend the same amount on radio and 6% will reduce expenditures.

● Fifty-six percent of national advertisers plan to increase their television expenditures in 1952; 44% will spend the same amount. No advertiser indicated intent to reduce TV expenditures.

While the survey results are on a sample basis, replies came from a substantial share of major advertisers who buy national radio and TV in large amounts and the returns are believed typical of large-company budgets.

Optimism predominated the replies compared to the feeling of uncertainty that prevailed just a year ago when memories of military reverses in Korea were still fresh.

Last year's survey failed to disclose any specific evidence that national sponsors were enamored of TV and would discard radio. At that time 57% of advertisers planned to increase radio appropriations in 1951. The 1952 figure is practically the same—56%. However there was a little evidence that radio might be cut but this amounted to only 6%.

Few pessimists were found among major radio and TV advertisers as they disclosed 1952 advertising plans and tried to look into the general economic picture. Many fear that shortages of raw materials may cut into civilian production but there is no evidence of panicky thinking as was the case a year ago when one advertiser could not predict "even future existence for 1951."

Some national advertisers operate on a fiscal year basis and could not give specific data on their 1952 budgets. Others said they would not give any information and a number submitted figures for use in compilations but not for publication.

In some cases the expanded TV budgets are based on rising costs or on use of a larger number of stations. Cost increases appeared both in the program itself and in the rates of stations.

The list of major advertisers planning to raise their radio for 1951 covers a diversified field and is not concentrated in any particular line.

Some of the highlights among the advertisers' returns follow:

Norwich Pharmacal Co. is optimistic over business prospects though recognizing uncertainties and tax problems. The company will spend about the same amount for spot radio but increase TV expenditures somewhat due largely to rising rates, according to John Alden, vice president in charge of advertising.

International Silver Co. hopes to use both radio and TV next year, said George Morrison, advertising manager. Plans are not yet settled. Business prospects look "reasonably good."

Radio expenditures of General Mills will remain about the same but TV will be "up substantially," L. H. Crites, radio-TV program director, disclosed. The company is looking forward to the new year "with confidence and optimism."

Another leader in the media field, Procter & Gamble Co., plans no radical changes in its advertising activity during the first six months of 1952 but can make no predictions about the last half of the year because of its fiscal-year basis.

On the other hand, S. C. Johnson & Son plans TV and radio commitments "considerably greater than in 1951," according to William N. Connolly, advertising director. He believes 1952 will be a generally good year for business, with a highly competitive situation among soft goods manufacturers. Total personal income is expected to increase, with a slight rise in prices probable.

Triples TV Budget

George Oliva, advertising director of National Biscuit Co., said TV expenditures will reach $1 million in 1952, triple the 1951 figure. Radio expenditures will remain around the $1,600,000 point next year.

Both radio and TV will be increased over 1951, said George J. Abrams, advertising manager of Block Drug Co., Jersey City. Spot radio will account for a third of the $3 million radio-TV budget, with television getting the rest. Business prospects are considered encouraging "particularly with Amm-i-dent still climbing," Mr. Abrams added.

Ben N. Pollack, sales promotion manager of Richfield Oil Corp. of New York, advised that the company, big radio users for a decade, proposes to switch its advertising from radio to newspapers. A co-op program will be available to Richfield distributors, he said, giving them a chance to use local radio as in past years.

Esso Standard Oil Co. will increase both radio and TV slightly in 1952, said Robert Gray, director of advertising and promotion. With business outlook excellent, Esso will spend about $1,300,000 in radio and $1,500,000 in TV next year.

"Radio and TV should become increasingly important media for Trans World Airlines in reaching broader markets for air travel," in the opinion of S. J. Henry Jr., assistant advertising director. TWA is planning $99 coast-to-coast skycoach service and transatlantic tourist service early in 1952, subject to federal approval, and looks for increased traffic. The company spent a half-million in radio and TV during 1951 but hasn't made specific plans for 1952.

Shell Oil Co. plans "to spend more money in radio plus television next year than in 1951," said D. C. Marschner, advertising and sales promotion manager. The share going to each medium will depend "upon how far radio costs go down and how much television costs increase." He said Shell intends "to remain flexible," and described the business outlook as "good."

Tom Debow, advertising manager of Cities Service, said total radio-TV expenditures in 1952 will exceed $1,250,000 compared to $1,133,000 spent in 1951. The company uses network and local radio along with TV.

Toni Co. is unready to give details of its 1952 budget "but it will be the highest in Toni history and a new high in the cosmetics industry," said R. N. W. Harris, president. Radio, TV and printed media "will share almost equally," he noted. The company has extensive merchandising plans for 1952 and anticipates "its biggest year ever."

V. H. Gies, sales and advertising vice president of Mars Inc., said the company "expects to spend approximately 10% more in advertising in 1952 than in 1951," anticipating increased volume for quality merchandise. While he would

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MEDIA ROLE

Advertising Faces Bigger Responsibility—West

By PAUL B. WEST
President, Assn. of National Advertisers

ADVERTISING over the years has been called on to carry a larger share of American industry's overall selling job. It is greatly to the credit of the efficiency of radio, and now to television, as well as to the other advertising media, that this advertising job is being done well

Mr. West

while the overall expenditure for advertising as compared to total sales expense is declining.

Next year—and particularly in the future when the artificial conditions resulting from the mobilization effort end—advertising's responsibility to industry and the country at large will be even greater as regards both its primary role of moving merchandise at lower cost and in its public service function as exemplified in the campaigns of the Advertising Council. On this score, I feel confident that the broadcasting industry will make a growing and increasingly effective contribution to these important tasks.

B. Abrams | Mr. Henry | G. Abrams | Mr. Caperton | Mr. Crites | Mr. Harris | Mr. Piggott | Mr. Alden | Mr. Connolly | Mr. Oliva

Mr. Knight Mr. Hixson Mr. Hanna Mr. Lewis Mr. Abel Mr. Temple Mr. Stewart Mr. Belding Mr. Chalmers Miss Gilbert

* * * * * *

AGENCIES

Expect to Place More Radio and TV in 1952

OVERTONE of an energetic activity in radio and television billings in tune with a predicted good advertising year is pointed up in BROADCASTING • TELECASTING's yearend survey of advertising agencies.

A majority of those surveyed, some 58%, 1% more than last year, plan to increase radio budgets; 13% expect to cut them (by an average 10%) while 29% look for the same volume of business as last year.

In television, 77% predict allotments will be increased, a little more than 22% believe spending will stay on an even keel and far less than 1% expect to cut back.

Factors which stand out in agency executive opinion:

● Radio is still a good buy for the client. Reason for the expected upsurge in radio buying is a two-fold pattern:

(1) Local advertiser, finding himself jockeyed out of the TV picture because of growing production costs or higher station rates, wants radio. He's attracted by the low-cost.

(2) National advertiser, crowded by high TV costs or lack of availabilities, wants radio mostly on a spot basis.

● Agencies, located in New York, Chicago and Los Angeles, handling most radio-TV dollars, see a comeback in radio and plan budgets accordingly. Reasons vary. Two basic ones are:

(1) Radio is now selling itself and shows signs of promoting its low-cost sales appeal.

(2) In addition, growth of out-of-home listening, such as portables and auto radio, is beginning to tick with the advertiser.

Comparisons with the trends reported last year in agency business are summarized as follows:

● RADIO—Some 57% of agencies had planned to increase budgets this year, 58% next year. Sixteen per cent had expected to decrease budgets in 1951, only 13% in 1952.

● TELEVISION—While 82% this year looked to bigger budgets in TV, the percentage for next year is down 5%, although hinging on TV freeze lift and addition of new markets. For this year 18% expected same spending in television, for next year it's more than 22%.

Other trends underlined in the agency survey are:

● Daytime hours in radio in key market centers, particularly where TV is present, are enticing advertisers' dollars.

● West Coast agencies are very conscious of out-of-home listening.

● Midwest looks to a hand-in-hand radio-TV billings increase.

Typical comments from agency spokesmen:

NEW YORK

Arthur Pryor, vice president in charge of radio and television, BBDO, says: "I believe there will be a normal increase in expenditures in both radio and TV."

Edward Aleshire, Harry B. Cohen Agency, observes: "It's going to be even better than this year." Agency places billings in the $1-5 million class and expects radio to be up 25% in the first quarter next year as compared with the same period last year. Same for TV.

James E. Hanna, vice president in New York for N. W. Ayer & Son, says in his "shop" radio billings will remain level and TV billings will increase, the latter as a result of both new business already booked and rate increases taking effect on current business. "Crystal-balling," he notes, "for the industry at large" is "downward trend in radio will continue at a lesser rate. TV billings will be split among more advertisers. . . ."

Harold L. McClinton, president of Calkins, Holden, Carlock, McClinton & Smith, which handles volume in the $1-5 million category, predicts radio will be up 100% at his agency, television down 10%. His comment: "It looks to me like both radio and television will be excellent in 1952. I personally think radio is on its way to recovery, especially if it's sold right as to rates, frequency and size of program segments. Television obviously is going to keep on rolling."

An agency that places more than $5 million in time, Benton & Bowles, expects "substantial" increases in both AM and TV next year. Estimates come from **Walter Craig,** vice president in charge of radio and television.

Although he predicts "1952 will be a bigger radio and TV year than '51 in line with general business forecasts and outlook," **William Chalmers,** vice president in charge of radio and TV, Grey Adv., estimates the agency will spend the same in both media next year's first quarter as in the same period this year.

Another even keel prediction for radio comes from **Adrian Samish,** vice president in charge of radio and television, Dancer-Fitzgerald-Sample, which is hiking TV by 25-50%. He comments: "1952 will be brighter than ever. We believe in radio as a good advertising medium and see no reason to cut back." The agency handles more than $10 million in radio-TV billings.

William Von Zehle, president, William Von Zehle Co., thinks radio and television are "terrific" and the agency estimates a boost of 25% radio, 40% television.

John A. Cairns, president, Anderson & Cairns, says his agency expects to double radio-TV billings the next year's quarter (100% increase). Agency handles billings in the $1-5 million category.

Of this he remarks: "An increase of more than 100% in 1951 radio and television billing reflects the increasing importance of TV as an advertising medium. At the same time, it is interesting to note that our radio billing has also increased. Perhaps that shows that our clients are not yet ready to consign radio to the graveyard."

Maxwell Dane, vice president and general manager, Doyle, Dane & Bernback, sees 15% increases in both media—"in many areas the downward trend in radio has been stopped and radio will hold its own in '52. . . ."

Frank Gilday, vice president and business manager of Cecil & Presbrey's radio and TV department, thinks next year will bring a continuation of the "selectivity" trend in television.

William B. Lewis, president, Kenyon & Eckhardt, estimates radio will be down 10%, television up 25%, at his agency and finds a challenge to both radio—"it can take advantage of the weakness evident in the present structure of television"; it needs "showmanlike selling and merchandising"—and television—"its programming must improve and be fresh enough to keep viewing up to past levels."

Similar trend is predicted by **Everard W. Meade,** vice president and director of radio-television, Young & Rubicam, who says his agency plans radio to be down 10%, television up 50%. Agency places more than $10 million in radio-TV.

Mr. Meade turns prophet with: "1952: The year of expanding new techniques (look at Ed Murrow,

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AAAA

Cost Conscious Sponsors Expected in New Year

By FREDERIC R. GAMBLE
President, American Assn. of Advertising Agencies

BROADCASTING enters 1952 with some new assets to its credit.

There is the recomposition of the national organization, as the NARTB, under new leadership. And there is the reconstitution of Broadcast Advertising Bureau, with an aggressive sales program and under new leadership.

There is also the reconstitution of Advertising Research Foundation as a fully tri-partite organization open to broadcasters and other media as participating subscribers. Given strong support by broadcasters, there is opportunity here for good and constructive action.

Mr. Gamble

There is also—throughout broadcasting, on the part of many advertisers and broadcasters — a healthy tendency to review time and talent costs in relation to general program effectiveness. It is healthy, I think, because business will be increasingly cost conscious about advertising as a whole during 1952.

The coming year is not one when we can be complacent about the country's advertising effort. The volume of advertising is not keep-

(Continued on page 81)

Mr. Young * * * Mr. French Mr. Headley Mr. Meeker * * * Mr. Wallace Mr. O'Connell * * * Mr. Raymer Mr. Pearson Mr. Walker * * * Mr. Wise

REPRESENTATIVES

Radio-TV Prospects Good

PROSPECTS for both radio and television national spot business seem bright for the new year in the view of most station representatives offering comment last week.

Approximately 10 to 15% increase in radio billings was predicted by some for the first quarter of 1952 as compared to the same period of 1951, while estimates for TV ranged widely from "about the same" to as much as 33% increase. Many declined to estimate TV prospects specifically. A few see radio dropping in the first quarter while others expect billings to continue the same.

Interesting trend noted by several representatives, particularly on the West Coast, is a swing by advertisers "back to radio" after spending major portions of their budgets in TV. They noted loss of sales especially in fringe areas of TV markets and the smaller non-TV markets where they had eased their radio spending in favor of video.

Similarly, some representatives reported increasing acceptance by national advertisers of local programs on local stations in smaller markets in lieu of attempting blanket coverage via "powerhouse" stations in the major markets.

Network "flexibility" and "selective" plans, as well as rate adjustments, drew fire in several quarters in defense of network affiliates. One executive predicted a swing to independent status by some affiliates when the chips are down because of the noted strength and success of many independents today. Another, however, thought many affiliates would just "knuckle down." Affiliates' selectivity of network programs also was predicted as competition stiffens.

Several executives praised the "sell radio" drive undertaken by broadcasters this past year as responsible for the more healthy industry condition, while others suggested a better state would ensue if radio and TV sold against other media and not against each other.

Several executives modified their bright estimates with "ifs" relating to the international situation and unexpected upheavals in the domestic economy.

Prospects for radio in Canada were brighter than the U. S., if the estimates of executives there bear true. Strong swing to local station programs and local spots was noted. More business for the locals also was predicted as the Canadian Broadcasting Corp. puts into effect its plans to reduce commercial programs, particularly in the daytime.

Paul H. Raymer, head of the New York firm bearing his name, observed that "the impetus generated by the aggressive 'sell radio' campaign is certain to be reflected all through the broadcasting industry. Both radio and television should enjoy their most prosperous year in 1952.

"Prospects for increased billings in the national spot field are particularly encouraging. With shortages threatened, advertisers will direct their campaigns into areas where now they enjoy the greatest distribution. In fields not affected by cutbacks or curtailed production, advertising will be appropriated for particular markets where potential is greatest. Thus, the flexibility of national spot will be utilized more than ever before to meet changing conditions."

Comparing the first quarter of '52 with first quarter of '51, Mr. Raymer said:

"Although the first quarter of '51 was considerably ahead of comparable period in 1950 for radio, I look for substantial gains in first quarter of '52. Radio's successful effort to sell itself has brought about the realization that it is still the medium to reach the mass audience at the lowest cost per impression.

"Television, still enjoying a rising curve, will introduce new advertisers to the medium. Because production costs are, in some cases, beyond the reach of moderate advertisers, spot television will witness its greatest quarter in the first quarter of 1952."

John E. Pearson, head of John E.

(Continued on page 70)

POW REPORTS

Radio TV Cover Fully

CONTINUOUS service to the American public by both Radio and TV networks—lasting well beyond normal broadcasting hours—was provided Tuesday night when the Communist list of 3,198 American prisoners of war in Korea was released through Tokyo and Washington sources.

Radio programming for the last evening was almost exclusively given over to reading the lists, with CBS Radio broadcasting all night and into the first scheduled programs for Wednesday, ABC Radio continuing until 5:36 a.m. and NBC devoting substantial time to the news break up to its usual 1 a.m. signoff. Television coverage, too, was a costly and hour-consuming process, with ABC-TV cameras at work until 2:03 a.m.; CBS-Television until 4:13 a.m. and NBC-TV until 5:10 a.m. The DuMont TV Network also ran over its usual schedule.

Mutual program executives decided that the listing of unverified names "might cause greater confusion and contribute still further to public anxiety." MBS newsmen, while reporting release of names, advised listeners to telephone MBS affiliates in each community to check on idividuals for whom they were concerned and network spokesmen reported thousands of calls were received.

Via CBS Radio continuous broadcasts started at 11:15 p.m. EST and lasted for the succeeding 10 hours with announcers alternating between reports of the list from the Pentagon, which gave serial numbers, next of kin and addresses of prisoners, and the list received by wire from Tokyo, which was not verified by the U.S. Government. The *Jack Smith-Dinah Shore-Ginny Simms Show* was interrupted at 7:22 p.m. EST with a bulletin and broken into again two minutes later, with the first six names.

Three switches were made to Washington on Edward R. Murrow's CBS Radio news broadcast from 7:45-8 p.m. to read names just received from the Pentagon, and when lists were available from both Washington and Tokyo at 11:15 p.m., the CBS Radio news staff took over to keep the station on the air all night, with final names broadcast shortly after 9 a.m. the following day.

Work was supervised by Edmund A. Chester, director of CBS Radio news, and Wells Church, editor-in-chief—both of whom worked throughout the night—while correspondents Bill Downs, Bill Costello and Bill Shadel worked from the Pentagon all night, supported by a staff of announcers in New York who worked in shifts.

ABC Radio started coverage at 1 p.m. EST Tuesday when Paul Harvey reported on his news show that a list was about to be released by the enemy. Spot announcements repeated the information through-

(Continued on page 60)

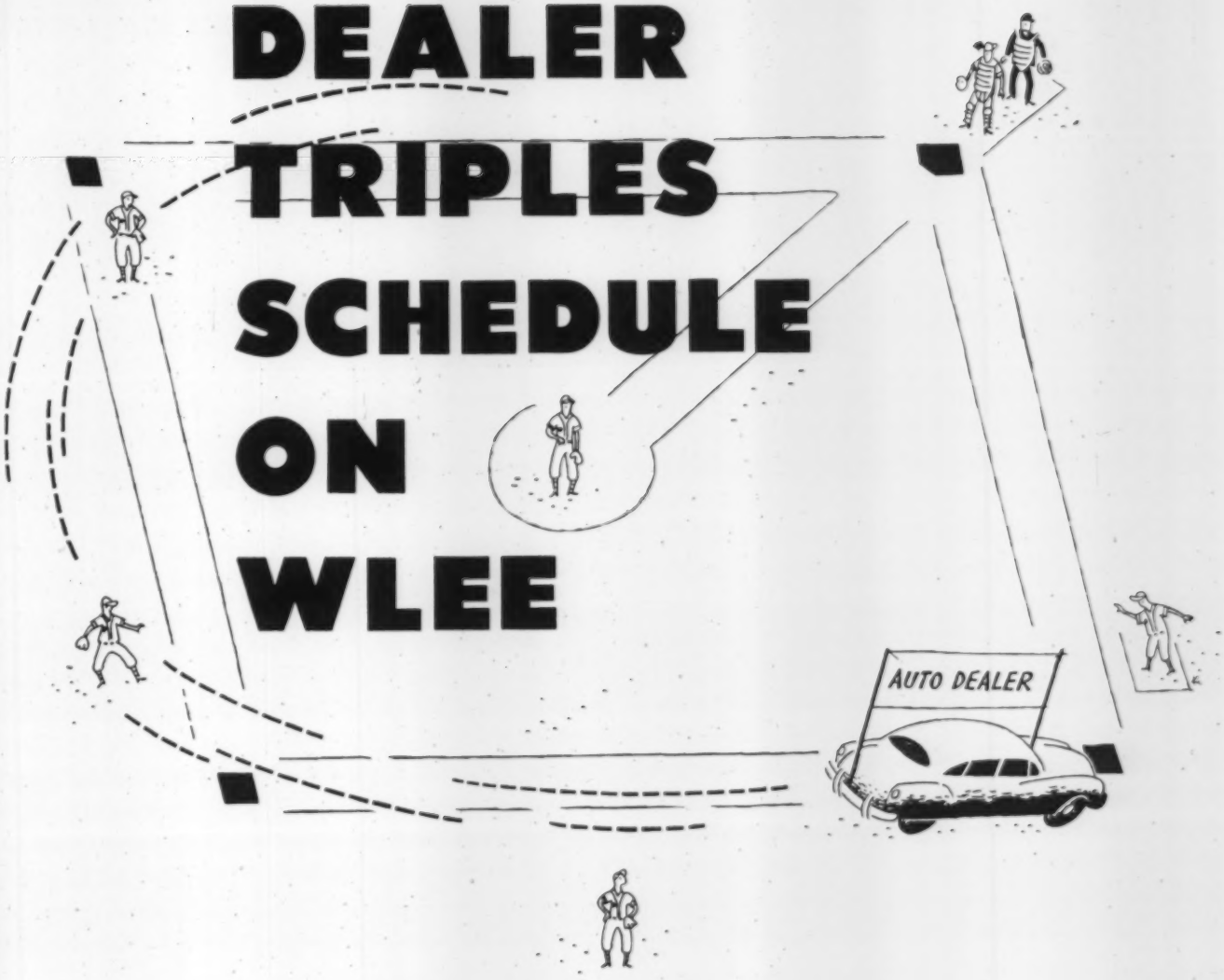
The Prayerful Night

A radio drama that had no playwright, actors or plot and yet was the most moving within memory was enacted on Tuesday night. It was the reading of the lists of American prisoners in Communist hands, and no one who listened could have heard it without a squeezing of the heart. For those waiting for one name among thousands it must have been an agony that ended either in prayers answered or hope deferred. Others who had no direct personal stake thought of these people with compassion, could picture them watching through the long night before the radio as if it could change the world for them—as indeed it could.

The unadorned reading of names and serial numbers, next of kin and addresses had never been so poignant, so charged with emotion. Nothing like it had happened before. To share glad tidings is in keeping with the spirit of the season, and for thousands of people Christmas came over the radio on Tuesday night. For those who waited in vain, the rest of us can only prayerfully hope that Christmas is still to come.

Editorial from Washington Evening Star *Dec. 20.*

AUTO DEALER TRIPLES SCHEDULE ON WLEE



A large Richmond automobile dealer tested WLEE with a few spots. Results were so good that he signed up for a daily news broadcast for thirteen weeks. After that, he *tripled* his schedule on WLEE for a *one-year contract!*

Local merchants buy WLEE for just one good reason: *WLEE produces low-cost results!* More and more national advertisers are following the Richmond folks, and buying WLEE. Get WLEE on your schedule in Richmond! See your Forjoe man for the whole story.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • • IRVIN G. ABELOFF, *General Manager* • • FORJOE & CO., *Representatives*

IF SANTA'S LATE

...you can probably blame us.

We just wanted to make stay-up-late set-owners happy. So we put "The Late Show" on the air with TV's best movies, every night of the week.

The result? Telepulse says "The Late Show" has the highest rating of *any* multi-weekly local program seen on *any* New York TV station!

And Santa's *already* been seeing "The Late Show's" advertisers. (Ask the frozen juice canner who doubled his sales in just two months!)

Let us show you how *every* night can be Christmas Eve. Ask WCBS-TV or your CBS Television Spot Sales representative about participation in "The Late Show" today.

WCBS-TV

CBS Owned • Represented by CBS Television Spot Sales

Abel, Jeffrey A., Henry J. Kaufman & Assoc. 38
Abrams, Benjamin, Emerson Radio & Phonograph Corp. 73
Abrams, George J., Block Drug Co. 28
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NARTB

Many '52 Problems Seen Calling for Joint Action

By HAROLD FELLOWS

President, National Assn. of Radio and Television Broadcasters

IT ALWAYS seemed to me that the practice of year end statements was something like looking over your shoulder at the tracks you've made, which is a good way to run into a tree in front of you. So here are a few predictions, or "year-ahead" glimpses, for 1952.

1. Sen. William Benton (D-Conn.) will withdraw his controversial legislation which would set up a national review board for radio and television.

Mr. Fellows

2. All of the problems between the American Society of Composers, Authors and Publishers and the radio and television broadcasters will be settled to the entire satisfaction of both parties.

3. The government will not attempt to raise taxes.

4. Newspapers and magazines will issue a joint statement acknowledging that radio and television are better advertising media.

5. No state government will try to set up a system for censoring television programs.

6. No labor unions doing business with radio and television will seek higher wages and/or shorter hours for their members.

7. Priorities on everything will be lifted.

8. Absolutely no proposed legislation contrary to the interests of broadcasters will be introduced in the Congress.

9. There will be no new wage or salary regulations, or regulations of any kind for that matter, to hamstring broadcast operations.

Now, of course, none of these things is likely to happen.

Therefore my safest prediction is that many more broadcasters will join NARTB in order to solve their common problems together.

In a serious mood, some 25,000 miles of travel throughout the nation during the district meetings and numberless inspiring conversations with the nation's radio and television broadcasters have convinced me that we're heading for the biggest year ever in the history of the air media—barring international developments which would shackle the whole economy.

This "bigness" will not be measured only in upward business curves, either. Radio and television again will demonstrate their tremendous impact upon the American mind in the coverage of the national elections. In this and other ways, they will justify the faith of the millions who listen and look each day.

RCA TRANSMITTER

New 1-kw Model Announced

A NEW 1-kw AM broadcast transmitter less than half the size of former models is now in commercial production by RCA and will be available early next year, the Broadcast Equipment Sales Section of the RCA Engineering Products Dept. announced last week.

Housed in a single lightweight aluminum cabinet with steel base and designated the RCA Model BTA-1M, it introduces superior circuit design and performance, the announcement said. Power consumption is cut by about 25%, with savings in operating and maintenance costs as well as in space, through streamlined mechanical construction and improved circuits and components, authorities reported.

Among design features listed were the small size, a single tuning control, fewer electron tubes, use of screen grid tubes in all R-F stages, and circuit changes which result in higher fidelity, better frequency stability, and elimination of neutralizing. There are only 15 tubes of four common transmitting types. Maximum power output capacity is 1,100 w, while power consumption is reported at 3,200 w at zero modulation and 4,250 w at 100% modulation.

ABC—AM Networks Answer

(Continued from page 28)

coaxial-microwave link to the West Coast will enable us to present to western audiences many of our fine New York-originated programs such as *Celanese Theatre*, Herb Shriner, *Pulitzer Prize Playhouse* and the Paul Whiteman programs.

"The opportunity for the advertiser, through such television attractions, to reach new, large and growing markets will undoubtedly accelerate the allocation of large advertising budgets specifically for the new medium. The trend toward this was definitely established during 1951 with the result that television finally began to pay its own bills.

End of Year Sales

"In radio, the year was a very productive one for ABC. Since October, the network has been sold out during the forenoon period. Our afternoon and evening program structure has been revised to offer more attractive opportunities for the advertiser seeking to reach mass audiences at lowest dollar cost. The acquisition by our network of new, top radio attractions saw many of those leading advertisers either starting to use our network radio facilities or returning to the roster of ABC's clients. National spot and local sales have maintained an encouraging level.

"We look forward to 1952 as an opportunity to enhance the steady progress ABC maintained during the past year; as a period during which to offer greater proof of our advertising slogan that "America Is Sold On ABC."

Ernest Lee Jahncke Jr., Vice President for Radio, ABC:

"When you hang out an SRO sign, business must be pretty good. Since October 1, 1951, ABC's radio network has displayed just such a sign.

"From 8:55 a.m. to 12:30 p.m., Monday through Friday, ABC was sold out in its morning radio time periods, amounting to a total of 17 hours and 55 minutes. During 1951 we used the slogan, 'America Is Sold on ABC,' in our newspaper, magazine and on-the-air advertising. It could quite properly have been, 'Advertisers Are Sold on ABC.'

"And the advertisers that were sold on ABC and accounted for that SRO sign across the morning board include such names as, Bristol-Myers Co.; General Foods Corp.; General Mills Inc.; Lever Brothers Co.; Philip Morris & Company, Ltd.; The Philco Corp.; Prudential Life Insurance Co. of America; Serutan Co.; Sterling Drug Inc.; Stokely-Van Camp, Inc., and Swift & Co. Proof beyond doubt that national advertisers still consider network radio the Number One medium on a cost basis that no other medium can equal insofar as reaching a mass audience is concerned.

"Expectations are that the year ahead will maintain the same high level of productivity for radio. Renewals already indicate a bright outlook for 1952 and with the ABC radio network comprising over 300 stations (the largest in its history), there is every reason to expect that, with the re-appreciation by advertisers of radio's basic importance and potency that next year will be an even more successful one for ABC's radio network."

John H. Norton Jr., ABC Central Division vice president:

"We at the Central Division and at WENR AM-TV Chicago look to 1952 for our finest commercial and programming year. A studio realignment in both radio and television, plus some new and novel programming ventures and solid commercial potentials for these ventures, should bring a banner year during 1952. . . ."

upcoming

Dec. 27-29: Canadian Copyright Appeal Board meeting, Ottawa.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.

1952

Jan. 7-10: Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

Jan. 8: Second session of the 82d Congress of the U.S. begins.

Jan. 13-15: National Appliance and Radio Dealers Assn., annual convention, Conrad Hilton Hotel, Chicago.

Jan. 15: FCC-Paramount hearing, Washington.

Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.

Jan. 21-26: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.

Jan. 24-25: Advertising Assn. of the West, midwinter conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.

Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.

Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.

Feb. 25: FCC-Theatre Television hearing, Washington.

Mar. 3-6: Institute of Radio Engineers convention, Waldorf-Astoria Hotel, New York.

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler - Wallick Hotel, Columbus, Ohio.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

June 22-26: Advertising Assn. of the West, Annual Convention, Olympic Hotel, Seattle.

"to have and to hold..."

and maybe we could continue the parallel with "from this day forward." Once they're wooed and won as a W L A V client, they live with us happily ever after.

The truest testimony to the power of radio and W L A V is this partial list of long-time clients:

11 YEARS
Boston Store
Mich. Gas Co.
Holsum Bread

10 YEARS
Bennett Fuel
Burkholder
Chevrolet
Fox Jewelers
Herrud Packing
Wurzburg

9 YEARS
Economy Shoes
Fox Brewing Co.
Sears Roebuck
Texas Company

8 YEARS
Central Reformed Church Children's Bible Hour
General Mills
Goebel Brewing
Hickok Oil Co.

"from this day forward..."

once on WLAV, always on WLAV,

Represented by JOHN E. PEARSON

WLAV
Grand Rapids, Mich.
AM-FM
ABC for
Michigan's Second Market

FM OUTLETS

Local Business Looks Best

FM STATIONS are looking for a much better year in 1952 than was the case in 1951, according to information from a cross-section of FM-only, separately programmed and duplicated operations.

Judging by present prospects, these stations figure business will increase an average of 31% above 1951 during the first quarter of 1952. Their predictions range from a modest 10% increase up to a doubling of business over last year.

Actually, the number of stations in the FM-only and separately programmed brackets constitutes only a relatively small portion of the FM picture. A heavy share of FM stations are merely duplicating AM programs.

Traditionally cheerful in their public comments, FM station managers did not indulge in flights of fanciful statistics in comparison to the bold forecasts of past years. Those who have survived on the merits of their programming and signals appeared to be spending less time denouncing their "enemies" and more time improving their service, establishing business entities that occupy a place of growing importance in the overall electronic world.

Every FM station responding to the BROADCASTING • TELECASTING questionnaire anticipated an increase in first quarter billings. They expect an average increase of 29% in local business. The individual station figures run almost parallel in the total and local business brackets, showing the domi-

(Continued on page 44)

Mr. Dillard

Mr. Wheeler

Mr. Frankel

Mr. Tighe

MBS

(Continued from page 26)

sors were able to trace sizable sales gains to TV. And there also was evidence of new limitations in TV, through clearance problems, rising talent costs, etc. Viewed in broad daylight these plusses and minusses gave all observers—including network radio and its sponsors—their first really life-like picture of this newest medium.

"The broad daylight of '51 has also revealed *radio* in a new clarity. Like Alice's Looking-Glass characters, we have to run hard to stay in the same place; we have to exert every effort (mental as well as physical) to make radio *still more* effective—in order to *keep* it the most effective medium known to man. And the fact that radio *is* that Number One medium is the most important fact to be faced in 1951.

New Developments

"To keep it so and make it better, has meant developing new opportunities for the national advertiser, at both the network and local levels. It has meant strengthening our outposts in those vast areas where other media fail to penetrate. It has meant building new programs, and new sales techniques, to bring these uniquely mass audiences within easier reach of sponsors.

"Here at Mutual, at least, that is what 1951 has meant. And here at Mutual, the signs of what it has meant to advertisers are equally plain. We close the year with a sales gain of nearly 30% for December, compared with 1950, and a 12-month increase of over 11%.

"Crystal-gazing is no purpose of this piece, but I am convinced that if the radio networks continue in 1952 to work toward the common goal we have set up in 1951, the new year will rank with the one just past as a year of positive benefit to listeners, advertisers, and stations alike."

Adolf N. Hult, MBS vice president in charge of sales:

"The revival of radio as an important, low-cost advertising medium has been particularly evident in the Midwest during 1951. This has been strongly reflected by increased activity on the part of both broadcasters and advertisers.

"Radio's progress in the midwest area seems to have stemmed from realistic and comparative appraisals of both broadcasting and telecasting, leading in a number of noteworthy cases to the return of major advertisers to the extensive use of radio. Sales activity has been on a steady increase throughout the Midwest. And Mutual's sales staff in this area established new records in 1951 under the direction of Carroll Marts, MBS midwestern sales manager. . . ."

BAB

Even Greater Plans Detailed For Radio in '52

By WILLIAM B. RYAN

President, Broadcast Advertising Bureau Inc.

THIS coming year radio will continue to reign as the *leader* among advertising media.

It will continue to be the most accessible means of mass communication for news, music, entertainment, education and public information—but with a greater *acknowledged* superiority than ever enjoyed heretofore.

Mr. Ryan

This greater superiority has been ever present but never analyzed, much less fully acknowledged.

Radio needs, and the Broadcast Advertising Bureau intends to provide, a comprehensive insight into radio's so-called "bonus" audience — the extra-set market plus out-of-home listening—including the much discussed automobile-radio coverage.

To accomplish this the BAB intends to:

(1) Issue an interim report on all material now extant on out-of-home listening and automobile-radio coverage.

(2) Conduct a national sampling of automobile-radio listening.

(3) Make a pilot study to determine the size of the extra-set market.

★

Fruitless searching? Not by a far sight.

NBC research reports that 46.9% of the automobiles in the United States are radio-equipped. That represents 19,100,000 *uncounted* sets. Add to that the 5,000,000 sets located in public places and you have a tremendous distribution that still doesn't embrace all out-of-home set possibilities.

As for the extra-set audience, *Tele-Tech* magazine reveals that 47% of the American homes have two radio sets; 10% three and 5% four.

'Bonus' Audience

The true story of radio's impact cannot be established until all of this "bonus" audience has been evaluated and incorporated into already established listenership figures. Radio cannot afford to continue giving away, and in many instances failing to even call attention to, an audience greater than that comprising total circulation of

WVAM—CBS
and
WJSW—MBS
Combine for a greater
WVAM

The merger of WJSW and WVAM means better facilities, better programs for WVAM. It now means WVAM is:

1st in Power
1st in Programs
1st in Popularity
in the Altoona, Penna. area

WARD JOHNSTOWN — CBS — WVAM ALTOONA

Represented by Weed and Company

major individual components of other media.

When these facts are available radio will not be solely evaluated by ratings indicating listenership but, instead, will also be bought and sold on the long overdue basis of "results."

'52 is earmarked in BAB's books as the real year of awakening to both radio's coverage and impact. They're an unbeatable combination!

CBS Radio

(Continued from page 26)

off radio any more than radio killed off newspapers, magazines, movies, the legit stage or phonograph records. Radio changed, in some respects temporarily, all of these forms of communication and entertainment. But each has a place of its own, basically unduplicated by any of the others.

"Each of the problems I have outlined has characteristics which will solve themselves in the right atmosphere. But all will be governed by two broad factors one of which, if true, will be found distinctly unpalatable.

Expansion Problem

"If the number of radio stations has greatly over-expanded, as many people think, the current reduction in total hours of listening, and a coincident lessening of available advertising dollars, will not support, as in the past, the present number of radio stations.

"On the other hand, our vastly increasing population and economy can and will support in the future an additional time-consuming and sales-producing medium like television with less impact on like but competitive media.

"There will be more people and more leisure time per capita to allocate among leisure pursuits like radio listening.

"There will be more goods and services to be sold to more people in the home. The growth of super marketing indicates a coincident growth of pre-selling rather than point-of-purchase selling. Thus advertisers must and will allocate more advertising—*and selling*—money through reach-them-at-home-at-low-cost channels than the American selling system has ever used before.

Each Area Different

"At some point talent will understand that each of the four great areas of the theatre—legit, motion pictures, radio and television—is different. That each demands different artistic characteristics of its artisans. That each provides a distinctly different form of satisfaction of the public, none entirely replacing another. That a star or pre-eminent artisan of one area of the theatre is only rarely more than second best in another. That radio offers to the masters of theatrical illusion challenges and satisfactions that visual theatre can not.

"During the current transitional period CBS Radio intends to broaden its relative and substantial lead over the other networks in size of audiences and in consequent advertising billing. It intends to further its efficiency in keeping up with the changing times in our business. And it intends, with its traditional mental and physical vigor, to make the most effective possible adjustment to television—to the end that listeners gain maximum satisfaction and advertisers maximum values in the new radio medium that results."

NBC Pay Boost

NBC EMPLOYES will receive a 5% cost of living increase, effective on Jan. 1, 1952, they were notified last week.

NARTSR

Will Continue Crusade On Threats to Spot

By MURRAY GRABHORN

Managing Director, National Assn. of Radio & Television Station Representatives Inc.

IN REFLECTING upon the turbulent months of 1951, it is gratifying to be able to look ahead with confidence and optimism.

The past year saw radio reborn with the discovery of a true set of values which, while always existent, were temporarily forgotten by many in the fear of television; like a grown man who suddenly becomes afraid of the dark until he remembers to turn on the light.

Mr. Grabhorn

The storm has not been weathered entirely, but the ship is riding it out, and with stations more determined than ever to hold to a straight course, without careless exploring of uncharted waters, she will sail on safely to a calm future.

Spot broadcasting, both in AM and TV, enjoyed the most prosperous year in its 15 years of steady, uninterrupted, and phenomenal growth. Ever mindful of the importance of this revenue to stations, NARTSR has waged a militant crusade against certain new network policies which threatened this revenue at the station level. It will continue to do so, raising its voice whenever it becomes apparent that stations will suffer if they accept the adoption of any fear-born network policy which undermines the basic concept of radio broadcasting under the American System.

Advertisement

From where I sit *by* Joe Marsh

"Fireman, Save My—"

Volunteer Chief Wilson was telling a few of us about some of the extra jobs firemen do. Like rescuing tree-climbing cats—and kids who get stuck almost any *place.*

"Take last week," he says. "Mrs. Campbell called up from Balesville where she was shopping. Asked if we'd go to her house and see if she'd left the fire on under the potatoes!

"*Dusty Jones drives the five miles to Campbell's place, and it turns out she* had *left that fire on. But don't get the idea we're complaining about those odd jobs. We're always glad to co-operate.*"

From where I sit, these boys—and volunteer firemen everywhere—stand for something mighty important to this nation. Most things seem to work out better when they're done *voluntarily.* Whether it's a ballplayer or a beverage you're choosing, whether it's the way to run a newspaper or how to practice a profession, it's the individual freedom of choice that has made America great.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

$14 MILLION GAIN* IN WISL Primary Area RETAIL SALES

TOTAL RETAIL SALES $161,194,000

FOOD $42,984,000

GEN'L. MDSE. $15,628,000

APPAREL $12,611,000

DRUG $4,085,000

Serving the Largest Concentrated Market area between Harrisburg and Wilkes-Barre, Penna.

WISL

Shamokin, Pa.

1000 WATTS—FULL TIME

A Mutual Affiliate

**Source: Standard Rate and Data Service*

Mr. Cone * * * Mr. Evans Mr. Rogers Mr. Foster * * * Mr. Weintraub Mr. Scott * * * Mr. Ferguson

Agencies in 1952

(Continued from page 29)

look at *We, the People*); the year of big Hollywood stars taking the plunge on film with their pet writers, cameramen, make-up artists; the year of top TV money shows becoming available because of the heavy budget burden; the year of more and more alternating sponsorships (Goodyear and Philco sharing Fred Coe's genius on Sunday night); the year that TV elects a President; the year that I left for Tibet."

Big TV expansion—over 100%—is the prediction of **Lewis H. Tillerton**, vice president in charge of radio and television, Compton Adv., who also sees radio down 15% in the first quarter of 1952 compared with the same period in 1951. Compton Adv. handles more than $10 million in radio-TV billings.

Kendall Foster, vice president and director of television, William Esty Co., says TV has "arrived" and that his agency's clients "are reaching prospects at costs as low as 76¢ per thousand." He adds, "agency has not abandoned radio as a medium for profitable advertising. Overall radio expenditures for 1952 are at a higher level than a year ago."

Erwin, Wasey & Co., which places more than $5 million in radio-TV billings, looks to similar budgets next year as this year, according to **James Douglass**, vice president in charge of radio and television, who notes, however:

"Radio picture is brighter for next year than this. Reduced program and facilities costs, "tailored" networks, and TV costs and clearance problems are important factors to more and more advertisers re-examining radio's place in their budget."

Question in TV, he said, is "can the smaller advertiser afford the loss of frequency of impact by going to an every other week or once a month operation in order to stay within the budget or the markets covered by TV?"

"Wonderful year" is the judgment of **John M. Wyatt**, partner of Wyatt & Schuebel, who sees "transition period" in American advertising because of new methods of measuring media, growing science of package design and shifting problems of distribution and merchandising, and television.

William Weintraub, president, William Weintraub Co., sees a "realistic re-appraisal of (TV) costs to allow the smaller sponsors aboard . . . cooperative programming should be increasingly attractive. Radio should continue to flourish handsomely for some time to come, but like television, radio costs will have to respond more readily to changing conditions."

PHILADELPHIA

Comments are enthusiastic from Philadelphia. The Quaker City shapes up as an active radio and TV market for 1952. Percentagewise, all agencies responding see an average 15% increase in radio, and double that figure for TV.

Frank Cox, partner, J. Cunningham Cox Adv. Agency, reports the agency has had such "tremendous" success in TV with its accounts that "we expect to go all out in the coming year." Mr. Cox also finds "radio daytime audience is on the increase due to the fact that most people still prefer radio to television."

E. H. Rogers, partner, Gray & Rogers, says, "We look forward to increased sales in our agency in both radio (10%) and television (30%)." Radio will continue to be important in the Gray & Rogers blueprint because of its large market and low cost, he says. He warns, however, of TV station rate increases shouldering out the local advertisers.

Frank Knight, radio-TV director, Richard A. Foley Adv., agrees to this, adding that his agency looks for both radio (15%) and TV billings (20%) to increase appreciably during 1952.

Echoing the sentiments on climbing station rates in TV, **David Wermen**, partner, Harry Feigenbaum Adv., warns "more and more, the pioneers among television advertisers are dropping by the wayside, unable to pay the 'freight.' In our opinion, television advertising will soon price most of the small and medium size advertisers right out of the market." Agency is considering a return to radio for some of the accounts which dropped out earlier in the year. For 1952, Feigenbaum's expected increase is radio by 20%, TV by 30%.

BOSTON

New England's hub city expects radio spending in the main to keep a steady level, with television sparking an increase of some 20%.

Charles F. Hutchinson, executive vice president, Chambers & Wells, although predicting radio will be down some 10% in the first quarter of next year compared to the same period in 1951, says "there is a good possibility that radio will hold its own," adding, "of course, I refer to daytime radio." He notes the agency expects to up TV by 20%.

Janet A. Gilbert, director of media, Harold Cabot & Co., notes that both media will be increased during the year.

WASHINGTON

In the nation's capital, radio spending the first quarter next year over the same period last year, will average 15-20% higher, with a similar percentage upswing in television.

Jeffrey A. Abel, radio and television director, Henry J. Kaufman & Assoc., thinks radio-TV prospects in general will be better than last year. He sees some turnback to radio particularly because of increased costs in television time and program content. The agency plans to increase radio in the quarter some 20-25%, TV the same.

Courtland D. Ferguson, head of Courtland D. Ferguson Inc., believes his firm will spend the same in radio for the first quarter next year as the first quarter this year, but that TV will be up 20-25%. The year, he says, will be good for both media. TV will be excellent, Mr. Ferguson asserts, unless policy of TV stations of increasing rates continues to a greater extent. There may be some money going into radio that otherwise would be placed with television because of this, he notes.

Alvin Q. Ehrlich, vice president in charge of radio and television, Kal, Ehrlich & Merrick Advertisers, predicts radio will hold its own at his agency. In fact, K, E & M is increasing radio (10-15%) and also television (same). He warns that Washington, D. C., is a retail market and for this reason some TV stations are pricing themselves out of the market.

CHICAGO

In this market, there are no radio-TV pessimists. Good business conditions are in the wind, according to those who handle the time-

buying in the midwest citadel.

Chicago office of Young & Rubicam via **Phil Bowman**, radio-TV director, reports more broadcast business in 1951 than for the previous year. TV in his opinion is nearing the point where it is too expensive for many advertisers, thus setting off a trend to cut time commitments.

Maurice H. Needham, president, Needham, Louis & Brorby, estimates total radio and TV billing for the agency in 1951 was about $4½ million and that anticipated billing for 1952 will be in excess of $6 million.

Jack Scott, president, Schwimmer & Scott, says he believes his agency will have a better year in "overall billings as well as that for the broadcast media." He expects spot placement to increase the most, both in radio and in television.

The vice president and manager of midwest operations for McCann-Erickson, **Homer Havermale**, says budgets are up in both media for the agency. The spokesman, noting that it was the highest amount of billing in the agency's history, sees its radio and TV operation to be still larger in 1952 "particularly with a swing to television and to the use of radio in non-TV markets."

"We like television and these past four years have used it successfully to sell, but we are finding radio still best for some clients and likely to continue so for some time," according to **Frank Baker**, radio and television director, Reincke, Meyer & Finn.

The year 1952 "will be our greatest for radio and television" is the report of **George Bolas** radio and television supervisor, Tatham-Laird. Reasons for this "all-time high" are swing into TV by more advertisers by trends to alternate-week basis of sponsorship, and more radio use because of newer, flexible plans.

Phil Stewart, radio-television director, Roche, Williams & Cleary, sees a bigger peak in television and radio "will more strongly defend its position with a more realistic approach to programming, sales techniques and promotion."

Fairfax M. Cone, chairman of the board, Foote, Cone & Belding, predicts advertising next year will have a larger job to do to increase sales. In view of this, he says, "broadcasting — and particularly broadcasting via television, should see an increase over 1951."

"We have added four new accounts this year and expect to do much more of the same next year," says **F. Sewall Gardner**, manager, Dancer-Fitzgerald-Sample. "All of our billing—including that for the broadcast media—is up, and we are confident it will continue in the same manner next year."

SOUTHWEST

Radio billings are going up and so is television in the Southwest, according to returns. Agencies report radio placement on the rise an average 12%, TV fluctuating but high.

Ray K. Glenn, president, Glenn Adv., Fort Worth-Dallas, Tex., says his agency has not sold radio short since it "reaches people aurally and there's more of them." TV, he says, is having a "terrific impact, as witness the fact we're planning to spend twice as much on it." For radio, the percentage increase is "10 or 12%."

Less enthusiastic, **Wilson Crook**, owner, Crook Adv., also Dallas, sees radio not as productive and losing "its glamor." And TV is hard to handle, he says, and high in cost. His firm is not changing its budgets from this year's level.

In the process of expanding its radio department, Laughlin-Wilson-Baxter & Persons, says of its clients, "many are thinking of enhancing their position in radio." Agency, according to **Don L. Baxter**, in charge of the Dallas office, will increase both its media budgets in 1952.

Also increasing radio (15%) and television (65%) is Tracy-Locke Co. in Dallas, whose radio and TV director, **Philip L. McHugh**, sees the biggest year in the media for his firm. Biggest gains are in spot business for both with more development expected in this direction next year.

LOS ANGELES

Some 55% of agencies reporting in the survey expect to up radio billings in the first quarter of next year in comparison with the same period this year. They predict budgets will be 21% higher with one agency forecasting a rise as high as 70%.

Another 22% say they'll spend advertiser money on radio at the same rate as they did before. About a like number look for radio billings to slump an average 10-20%.

The West Coast's television prediction is confident. Seventy-eight per cent of the agencies queried believe they will spend more in television. Average increase is 31% with one agency going as high as 60%. The remaining answers (22%) see TV expenditures at the same level as the first quarter 1951.

Comments generally point up the trend of advertisers to be "choosy." As expressed by **Harry W. Witt**, western manager, Calkins & Holden, Carlock, McClinton & Smith: "Both radio and certainly TV billings will increase during 1952. Selective buying in each medium will more than ever be the order of business."

And he warns, "for the best interest of the TV stations, there should be a leveling off of rate increases." His agency predicts radio expansion of 70%, TV 60%.

"Prosperous year" for both media is predicted by **Frank Bull**, partner, Smith & Bull Adv., Hollywood, who echoes the increased sentiment that the TV climb brings

(Continued on page 40)

Announcing

the appointment of

H-R REPRESENTATIVES, Inc.

as exclusive

national sales representatives

for

WNOE
50,000 watts day
5,000 watts night

in New Orleans

Patt McDonald,
V-P & General Manager

MBS

KNOE
5,000 watts day & night

in Monroe, La.

Paul Goldman,
V-P & General Manager

NBC

The James A. Noe Stations

Agencies in 1952

(Continued from page 39)

with it the threat of pricing local advertisers out of the market. "1952," he thinks, "will bring the automobile radio, long a taken-for-granted radio plus, into the limelight."

Outlook for radio-TV in 1952 looks "especially bright to me," comments **Richard C. Francis**, vice president and Pacific Coast manager, Campbell-Ewald Co. "Radio should benefit not only because it continues to do a good, strong selling job with the bulk of the population, but also because of the increased costs of television time and programming, and the scarcity of good availabilities, both on the TV networks and local stations."

Mark L. Mulligan, media director, BBDO, Los Angeles, sums up with: "Broadcasting should maintain and increase its position of importance. AM radio with 42 million radio homes has long ago been successfully established." Take off the FCC freeze, add the "settling down" process of adjusting viewing and listening habits, and you come up with "effective and satisfactory use of each medium by advertisers," according to Mr. Mulligan.

What TV "strategists" have yet to solve, according to **John I. (Bud) Edwards**, president, John I. Edwards & Assoc., Los Angeles, is the "plight of the small local advertiser." In the aggregate, Mr. Edwards reminds, the local advertiser "represents millions in revenue which the TV stations won't get if costs are not brought within a range he can afford." The Edwards agency expects to increase radio 30%, TV 20%.

Don Belding, chairman of the executive committee, Foote, Cone & Belding, sees TV volume following the pattern set by radio in its early days and TV production gradually moving to Hollywood. FC&B's Los Angeles office reports radio spending will be down and TV billings up.

Mogge-Privett Inc., Los Angeles, is blueprinting an increase for radio (10%) and television (25%). **Snowden M. Hunt Jr.**, director of media and research warns, as did others in the Los Angeles area, that TV is pricing itself out of normal budgets.

Erwin, Wasey & Co. finds radio expectations 30% off the volume of 1951 but TV up 50%. Despite this first quarter forecast, **Whitney Hartshorne**, general media director, says he believes radio "is still a most economical mass medium" and that radio prospects "are excellent for 1952, especially as regards spot radio."

Both radio and TV business will be up at Raymond R. Morgan Co., Hollywood, reports **Robert C. Temple**, executive vice president. He notes: "TV has nothing yet to make it profitable to the advertisers who are and always have been the backbone of the radio business—the advertisers who must talk to customers five, six and seven times a week."

Upsurge in radio (25%) and television (50%) predicted at Ruthrauff & Ryan's West Coast office, brings this comment from Vice President and Pacific Coast Manager **John H. Weiser:**

". . . Radio billing will go up; for radio has demonstrated its continued ability to be a good advertising medium . . . particularly in such locales as Los Angeles where the area boasts of more automobiles and radios than any other section of the country. . . ."

TV, Mr. Weiser, asserts, "is becoming increasingly important every day . . . offers constantly greater audiences . . . we expect television business for our clients to be at a new high in 1952."

Charles B. Granz, secretary and treasurer, Walter McCreery Inc., Beverly Hills, Calif., sees a radio-TV prosperous 1952. "Regardless of the continued upsurge in television, radio in many instances is still a better buy per dollar spent." He also cites automobile radio, predicts his radio clients will spend 5% more in the first quarter, TV 10% more.

Hard selling and tough competition is ahead, says **Frank Ryhlick**, radio and TV director, Ross, Gardner & White, Los Angeles, which is budgeting 10% more for radio and 20% more for TV. More advertising will be coming as a result of these factors, and hence, more radio and TV, Mr. Ryhlick summarizes.

Robert M. Hixson, president, Hixson & Jorgensen, says his agency expects radio to be down 10% but TV up 50%. Daytime radio will become the more desirable for clients. He mentions auto radio, saying "it is unfortunate that radio did not include out-of-home listening in its surveys during the lush years. The total tune-in figures would not have taken such a shakedown as they are showing today."

"We believe 1952 will be a record breaking year not only for this agency [which spends from $1-5 million in radio-TV] in radio and television, but for both of those industries," is the comment of **Hilly Sanders**, vice president in charge of radio and television, Dan B. Miner Co. Feeling is advertisers with small to medium budgets will stick to radio and spend more in the medium to offset TV advertising of their larger competitors, Miss Sanders adds.

Ted H. Factor, president, Factor-Breyer Inc., sees continued re-evaluation of radio as a selling weapon but that radio "still affords a low-cost method of reaching buyers."

His agency expects to keep its 1951 volume in radio, increase TV billings by 25%.

Vick Knight, president, Vick Knight Adv., says his agency plans to boost radio billings 25% but TV volume will be the same. Reason: auto radios, portables, radio-TV combinations—"if you don't think the public corroborates this right in their own living rooms, check up on the expanding sales volume of TV-radio combinations. The people want both. Competent 'doctors of advertising' will prescribe both."

T. L. Stromberger, vice president, West-Marquis Inc., Los Angeles, also reports his firm is increasing radio (10%). There were more radio sets than TV sets sold during the past year in Southern California, he reminds.

SAN FRANCISCO

Barring full-scale war, radio and TV will be greater in the Bay Area, according to **Ad Fried**, president, Ad Fried Adv., Oakland, whose agency is increasing both media's budgets next year.

"Radio will still gain new advertisers—more for spots, less as program sponsors. Already in this area, good TV time is much sought after and will be still harder to obtain in 1952." Local and regional advertisers "get bounced around like rubber balls" by network shows and national sponsors who take up TV availabilities, he notes.

Radio and TV are up 15% each in the 1952 plans of Foote, Cone & Belding, San Francisco office, according to **Sherwood Armstrong**, radio-TV director. "TV is still a 'plus' medium in San Francisco for most clients, added to other media for extra impact," he believes. And radio, "continues strong, especially spots and good transcribed shows."

"We anticipate that our radio billings will remain about the same. If any change is shown it will be an increase, because we are actively working radio into every client budget, wherever possible. The same situation holds true of television," according to **Katherine Pavia**, owner, Pavia Agency, San Francisco.

Walter Guild, president, Guild, Bascom & Bonfigli—"In 1952 television will probably continue to be oversold, exasperating, and unprofitable to agencies. Radio, especially in non-TV markets should have a bonanza year."

Seeing radio down 25%, television 75% in his agency, **Sam Ewing**, owner of the San Francisco agency bearing his name, notes: "Television prospects for 1952 look especially good, and we intend to concentrate on TV package shows and spots for our accounts as against radio advertising."

NORTHWEST

Trend is to TV in the Northwest, with agencies giving the medium a 100% vote of confidence

In North Dakota, last year's farm income averaged $9,000 per farm family. KFYR, with the nation's largest area coverage, is the medium more and more advertisers are using to tap this wealthy rural market. Ask any John Blair man for KFYR facts and figures.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

a repeat of the area's 1951 forecast a year ago.

Judging from returns, increased TV activity should hover about the 25% level.

Radio, agency executives note, will hold its own despite this video expansion.

Trevor Evans, vice president, Pacific National Adv., Seattle, although fearful that radio is facing "tough competition," notes that "it continues good in fringe areas . . . with more saturation buying and some indications of better merchandising by stations, we expect to place as much radio business in 1952 as in 1951, perhaps a little more." Improved set ownership and programming should give the TV advertiser a "better buy" than a year ago, he says.

A spokesman for MacWilkins, Cole & Weber's Seattle office finds stimulus to additional radio time-buying hinging upon TV expansion since many advertisers "are apt to use radio as a stop-gap until TV is available."

Irving E. Stimpson, partner, Frederick E. Baker & Assoc., Seattle, whose agency plans to keep first quarter radio spending at the same pace as this year, warns: "With so much attention on TV at the present time there is a tendency to overlook the fact that radio produces results. We endeavor to discourage the 'either television or radio' attitude in considering media and recommend both for the individual jobs they do."

ATTENDING WRVA Richmond buffet supper were (l to r) Mahlon Burton, Richmond food broker; George Castleman, CBS Radio Sales, New York; James Clark, WRVA sales manager, and Edloe Snead, Richmond food broker. Guests inspected station, met staff, learned market served.

Combination radio-TV is noted by **Gerald A. Hoeck**, partner and radio-TV director, Wallace Mackay Co., who says this type of selling is preferred by local accounts for mass coverage. TV is getting the extra dollars, he observes, and newspapers are feeling the "squeeze more than any other one medium."

"TV production and programming continue to be the major headaches. To do a top-notch job requires excessive time and money. To do an average job is to endanger a client's good money," he concludes.

CANADA

Northern neighbor agencies, at the rate of three out of four queried, will increase their radio percentages. Average rate of increase is 13%. There are no reports of Canadian agencies cutting radio billings for 1952.

Where television can be placed (in U. S. markets), the picture is the same with agencies at a rate of two to one increasing TV billings; only one agency will keep TV expenditures at the 1951 level.

Frank Flint, radio director, McKim Adv., Toronto, sees "an upswing in radio interest in Canada. An aggressive campaign by the industry could double the volume now being done. Canadian rates are too low, and could be increased to the advantage of more radio advertising. This is the golden age of radio advertising in Canada, but the industry must pull together."

Two spokesmen, **Olive Jennings**, radio director, Grant Adv. of Canada, and **John Crosbie**, radio director, J. Walter Thompson Ltd., have one eye on future actions by the government which closely governs the broadcast media.

Miss Jennings sees no change in radio, although it's been going "uphill the past few years. There are more advertisers interested in radio than ever before, both big and small."

Echoing this sentiment, Mr. Crosbie adds that "there is every prospect Canada will expect continuance of the previous intelligent approach to radio advertising in 1952."

Spot radio activity for Canada radio is predicted by **R. Wakely**, radio director, Harry E. Foster Adv., Toronto, who says: "For some of our large advertisers we are picking up local shows right across Canada, and we use major market as well as small market stations." His agency, expecting 10% increase in radio in the first quarter next year over this year's first quarter, plans to handle less radio network business.

A. F. Percival, radio director, Ronalds Adv., also Toronto, is radio-enthusiastic, pin-pointing an expected 25% increase in the first quarter over the same period this year because of increased budget, added broadcast time and increased station rates. Bulk still goes into nighttime network, he says.

Mrs. Amanda Russell

MRS. AMANDA RUSSELL, mother of Frank M. Russell, NBC Washington vice president, died last week at the age of 80. She was a native of Ohio and lived during her last years in Virginia. Surviving in addition to Mr. Russell are two other sons, Ted Russell of Washington and Marvin Russell of Cleveland, and a daughter, Mrs. Lois Test, Elba, N. Y.

. . . Cleveland's CHIEF Station *moves merchandise* from dealer's shelves. Top talent, top promotion, plus Greater Cleveland's strongest signal sells for WJW advertisers. Got a merchandise moving job? Get availabilities NOW from—

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING · BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

THE HOOPER WINNER IN SPRINGFIELD

WTAX

The latest Hooper shows WTAX Delivers

(Oct.-'51)

36.8
MORNING
Monday through Friday

40.2
AFTERNOON
Monday through Friday

44.1
EVENING
Sunday through Saturday

- **WTAX** has more daytime audience than other stations in Springfield combined.
- **WTAX** has THREE TIMES the afternoon audience of the next ranking station.
- **WTAX** has an evening audience twice as great as the next ranking station and more than the others combined.

IN SPRINGFIELD, ILLINOIS IT'S

WTAX

AM and FM
CBS IN SPRINGFIELD
Weed & Co., Nat'l. Representatives

editorial

Radio, TV Romp Into '52

FOR A LOT of years we've been doing the kind of annual year-end business survey that appears in this issue, and on most of those occasions, after assembling predictions from the best brains in broadcasting, we've been just a little scared.

We have been afraid that the predictions, which invariably have been optimistic, will not be borne out when the balance sheets come in. Happily not only for us but for broadcasters, events have corroborated forecasts. Each year since we began keeping these figures 14 years ago, total broadcasting business has increased.

Well, here we go again, and, as usual, we have that out-on-a-limb feeling. As you will notice in several places in this issue, the people in broadcasting think 1952 will be a big year, bigger than 1951 for both radio and television.

For *both* radio and television? How can this be when radio is supposed to be drawing its last breath?

Well, we have news for you. That breath that radio is drawing is not its last; it's just a second wind. Unless for the first time in history everybody in broadcasting is wrong, total radio business will start out in 1952 at much higher levels than it started this year.

The only type of radio that is the exception is national network which, according to the forecasts, will continue the downward trend that has obtained the past three years. It is significant, however, that the amount of decline that most of our sources anticipate for networks is by no means as much as some pessimistic executives, including network people, have at times expected.

It is important to realize that though the total billings of the four networks will be down somewhat in 1951, according to our estimates, one of them will have bigger billings in 1951 than in 1950 and another will just about equal its record year of 1950. The favorable 1951 records of two networks justify optimism for all four in 1952, we believe. A general revitalization of network activity can be expected.

Television, of course, is expected to continue its phenomenal growth. There's no telling how big that boy can get.

We're not as scared by these rosy predictions as by some in the past. We take comfort in knowing that they are made by the most responsible leaders of the media and their customers. We have awfully good company on our limb, and we're very sure the limb won't be sawed off. It never has been in lo, these 14 years.

TV Pork-Barrel

AMID ALL the stench over corruption in government, there is considerable concern that some of it might dip into radio, or at least the broad communications-electronics field. Thus far, the only public disclosure touching broadcasting is that involving Zenith, which retained former Collector of Internal Revenue James P. Finnegan, who was paid $50,000 to help get films for the Zenith Phonevision experiments a year ago.

Over the years, radio has been singularly devoid of scandal and influence-peddling. That is not to say that political influence, betimes, hasn't been tried. It has been attempted, and will continue to be, so long as our government is set up along party lines. But the FCC, except for an isolated instance or two, hasn't been used as a patronage pay-off.

Will it continue that way? Here we take pause. What about television? The battle royal soon will begin, coincident with the thawing of the freeze, earmarked for February. The FCC is playing it straight. If there have been any pressures, the FCC has ignored them. Until the new allocation plan is formalized nothing could be done anyway.

TV is the new bonanza. Stories of fabulous profits have whetted the ardor of the politicans. The influence peddlers soon will be on the prowl. They swarm to the government easy money areas like flies to sugar.

Already inquiries are being made about "good political lawyers." One of the newer gags in political circles is that they're going to build a subway from the White House to the FCC to expedite annointed TV applications.

This is the sort of nonsense that is heard as the freeze deadline draws closer. It will gather intensity as conflicting situations develop—for example, more applicants than there are facilities in a given city. Enter the guy, who knows another guy who has four votes in his vest pocket. The "right lawyer" must be hired, cash in advance. Lots of people are going to get burned.

The only way to prosecute a TV application is through competent legal and engineering preparation. There's bound to be some politics, i.e., the vigorous support of particular applicants by Senators and Congressmen. It has always been thus. The current FCC makes a practice of appending such communications to the applicant's file. It should continue that practice, even to the extent of memoranda covering telephone calls.

It is obviously the FCC's intention to adhere to the spirit and the letter of the law and of its regulations. It is just as obvious that, because of the scarcity factor, and the grandiose stories of the stakes involved, the to the spirit and the letter of the law and of time in the history of licensed broadcasting.

The disclosures of corruption in RFC, Internal Revenue and Dept. of Justice, could well have a salutary effect on the upcoming TV battle royal. It will focus attention on the TV proceedings. Thereby the FCC's job should be eased, along with the tasks of the legitimate applicants and their lawyers and engineers.

Even with those possible benefits, it should be evident that efforts to establish a TV patronage pork-barrel are in high gear.

Noel, Noel

WE ARE about to put the cover on our typewriter, which suffers the fragilities of great age and is apt to take a paralyzing chill if left exposed to drafts, and join our exuberant fellows at the Annual Office Christmas Party.

We suspect that thousands of others in and around broadcasting are doing likewise. By the time this is read, millions of paper cups will have wilted in a drenching of warm whisky, many executives will be finding it hard to get back on a last-name basis with their secretaries, and at least a few intemperates who took advantage of the chance to tell the boss how to run the company will be scouting around for positions with other firms. All this has become an expected, indeed ritualistic, element in the intricate tribal ceremony that marks the business community's observance of Christmas.

But the Christmas spirit is indomitable and seems always to survive the ravages of corporate celebration. Accordingly, we go forth with cheer in our heart, a lilt in our voice and, not to be totally impractical, a vial of olive oil which we shall gulp when we reach the water cooler down the hall. It is the gay Yuletide, faithful reader. . .

Happy Holiday Season

our respects to:

JOSEPH EDWARD BAUDINO

MANAGEMENT problems come in bunches to Joseph Baudino.

As vice president and director of Westinghouse Radio Stations Inc., as well as general manager, he controls the destinies of six broadcast stations with their FM components and one TV station, plus numerous operating segments and experimental units.

That's enough to keep the average executive in a state of managerial epilepsy, but the reassuring Baudino smile doesn't disappear easily.

Just to make certain the excitement of office activity is matched by a lively pace at his home in Bethesda, Washington suburb, he spends the evening directing a lively brood of five daughters ranging from 4 to 21.

The two jobs are major management undertakings, but Mr. Baudino takes both in stride with the help of experienced and able aides at the office and the calm efficiency of Mrs. Baudino at home.

Only known competitor in the field of radio genealogy is Eddie Cantor, whose five-girl record was matched when Anne Denise Baudino was born in 1947. The event inspired the comedian to wire Mrs. Baudino in Mercy Hospital, Pittsburgh, that he had a copyright on the five-daughter technique and planned to file suit for infringement.

In line with tradition, the Baudino family has a female collie, Bonnie. A few days ago a WRS co-worker in Washington observed that "Joe Baudino's salary goes into six figures—a wife and five daughters," a partial understatement at the present high cost of collie fodder.

The Baudino romance, incidentally, was radio inspired. It developed when the young Illinois U. engineering graduate joined Westinghouse in 1927 and was assigned to KDKA Pittsburgh where he quickly became speech equipment manager. At KDKA he met Rosalind Shields, a staff secretary. A friendship developed and they were married July 27, 1929.

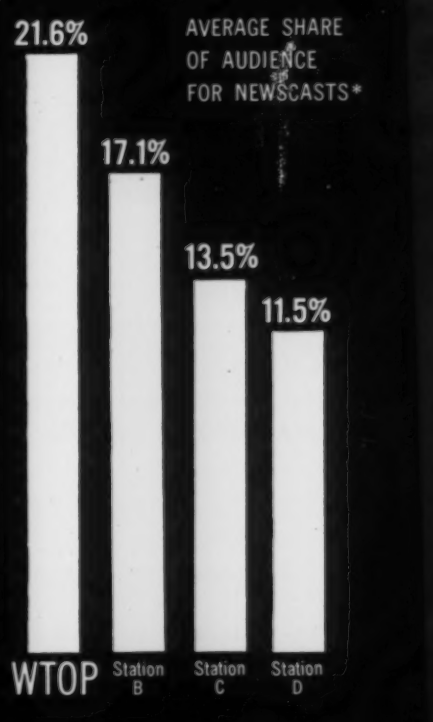
The KDKA assignment lasted until 1931 when Mr. Baudino was transferred to WBZ Boston as chief engineer. By 1936 he was back in Pittsburgh at "KD," as the station is known in Westinghouse parlance, this time as chief engineer.

He soon found all the outlets an engineer could desire for his technical proclivities. Westinghouse was working on a dream—the finest plant that could be built. Most of the problems known to the engineering profession developed before the new project was completed and

(Continued on page 68)

In Washington, D. C.

WTOP newscasts have larger audiences than those of any other station



*Pulse, Sept.-Oct. 1951: all news shows

WTOP

THE WASHINGTON POST-CBS RADIO STATION

REPRESENTED BY CBS RADIO SPOT SALES

FM Outlets

(Continued from page 35)

nance of local sponsorship in FM. While an average increase of 11% is expected in national spot, there also were signs that this segment of FM business might fall off in some cases.

No figures were available on the business of FM networks, most of which are loosely tied regional or state groups.

Among comments of station operators were indications that FM listening is continuing to increase, with FM set circulation moving upward at a steady pace.

FM outlets featuring good music have established solid places in many communities. Some of this service is fed to regional hookups.

Edward A. Wheeler, WEAW (FM) Evanston, Ill., a suburb of Chicago, said revenue from local accounts "is at the highest level in our five years of operation." WEAW's income from store broadcasting activities is at a three-year peak. Mr. Wheeler commented particularly on the fact that percentage of renewals on all business is the highest ever, along with the number of advertisers.

Everett L. Dillard, WASH (FM) Washington, like Mr. Wheeler a pioneer in FM broadcasting, said 1951 business was up nicely from 1950 and he predicted a further gain in 1952. "The trend is steadily upward," he said.

Another FM-only station operator in Washington, **George A. Bernstein** of WCFM (FM), joins Mr. Dillard in looking for a substantial if not spectacular increase.

Raymond S. Green, WFLN (FM) Philadelphia, said the station has felt "a positive increase in acceptance of our good music policy in this market. It is our opinion that 1952 will produce FM's best business year. The general business prospects look good for this area."

Lou Frankel, of WFDR (FM) New York, also FM-only, said the station has just made a survey indicating the FM field "can be cracked." He contended AM stations are not programming creatively and aggressively, therefore suffering from TV and printed media competition. He called participating spot business "classified space" and criticized failure to build and sell programs.

Thomas B. Tighe, WJLK-FM Asbury Park, N. J., duplicating WJLK AM programs, looks for an increase in local business and more national spot, contending "the community station in TV markets is the favorite now for radio listeners." He argued that local business provides "a safe base and can be sold on yearly contracts."

R. B. Torian, KNOB (FM) Long Beach, Calif., said, "Radio in this area continues to grow and FM listening is up. Our billings are up 100% over 1950 which is proof that radio and the FM medium are getting bigger all the time."

GOING
5000
WATTS
IN
JANUARY

LANSING
MICH.

SEE RAMBEAU
New York—Chicago—
Los Angeles—
Impact Radio Sales,
Detroit

front office

DONALD G. BUCK, manager of TV station clearance ABC, appointed regional manager of television stations department succeeding **KARL CANNON**, resigned. Mr. Buck first joined ABC Sales Service Dept. in 1944, after having served four years in Army. Shortly after joining network, he was promoted to assistant sales service manager and named manager of TV station clearance. He will be succeeded by **MALCOLM (Bud) LAING**, assistant manager of NBC TV Station Clearance Dept.

PAUL GODOFSKY, executive vice president and station manager WHLI and WHLI-FM Hempstead, L. I., elected president and general manager. Mr. Godofsky announced that he will continue the policies and operation which have established WHLI as an integral part of the Long Island community. He succeeds his brother, **ELIAS I. GODOFSKY**, who died last month [B•T, Dec. 3].

MARVIN R. BRIGGS, account executive ABC-TV Hollywood, returns to KGFJ Hollywood, as commercial manager. He succeeds **JAMES STRAIN** who joins Capitol Records Inc., Hollywood.

Mr. Briggs

CHARLES R. COLLINS Jr. appointed account executive WFBR Baltimore. He was with WITH Baltimore.

KETTELL-CARTER Co., Boston, named New England representative for KWBU Corpus Christi, Tex.

O. GRADY COOPER Jr. named sales manager WMJM Cordele, Ga.

WILLIAM F. SCHNAUDT appointed general manager WCSS Amsterdam, N. Y., succeeding **CECIL WOODLAND**, resigned to become general manager WQAN Scranton, Pa. Mr. Schnaudt was with WPTR Albany.

FORJOE & Co., N. Y., appointed national representative for WLEX Lexington, Ky.

CAROL EWING, controller KNBH (TV) Hollywood, named business manager NBC-TV Hollywood. **JAMES F. TURNER**, assistant controller KNBH, named controller. **MARVIN BIERS** remains Mr. Turner's assistant.

CAL CASS, recent dischargee of U. S. Marine Corps, named to sales force WINS New York, to succeed **ROBERT ADAMS** who has joined Raven Adv. Corp.

Personals . . .

THEODORE C. STREIBERT, president WOR-AM-TV New York, was chairman of speakers panel at Wesleyan U.'s second annual vocational clinic held Dec. 7-9. . . . **SAM ALTDOEFFER**, vice president WLAN Lancaster, Pa., father of daughter, Nancy Jo. . . . **DAVID M. SEGAL**, owner KTFS Texarkana and KDMS El Dorado, Ark., and president WGVM Greenville, Miss., KDAS Malvern, Ark., and KDKD Clinton, Mo., has applied to Civil Aeronautics Board for authority to operate a feeder airline in Texas and Oklahoma. . . . **JOSEPH STAMLER**, WMGM New York sales staff, father of son, Gary Marc, Dec. 12. . . .

SUIT SETTLED

In SESAC v. WCKY

SETTLEMENT was reached between SESAC and WCKY Cincinnati last Monday in a SESAC suit charging 11 infringements of its catalog. The proceedings were dropped during the trial under way before Judge John H. Druffel, U. S. District Court in Cincinnati.

David R. Milsten, of Milsten, Milsten, Johnston & Morehead, SESAC counsel, said WCKY took out a five-year SESAC license as of Jan. 1, 1951. Suit was filed in November 1949. It was understood WCKY paid part of attorneys fees as well as court costs.

SESAC counsel also included Victor Whitlock, general counsel, and Murray Seasongood, Paxton & Seasongood, Cincinnati. Representing WCKY was Sawyer Smith, Covington, Ky.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

TELECASTING

We have your gift "wrapped up" for you--

Top TV buys of '52!

"BATTLE REPORT— WASHINGTON"
2 - 2:30 p.m.
SUNDAY
Presidential Assistant John Steelman and top government officials present a weekly report to the nation on this network program now available to WNBW advertisers.
★ ★ ★ ★ ★
"LEIF EID"
6:55 - 7 p.m.
Available TUES. and THURS.
Top-rated local television newscaster in the Washington area, with a weekly average rating of 16.6 (ARB Survey, Nov., 1951)
"BOX 4"
11:05 p.m. - Midnight
MONDAY through FRIDAY
Feature films for the late evening audience, preceded and followed by news programs.
★ ★ ★ ★ ★
"CISCO KID"
6 - 6:30 p.m.
SATURDAY
One of Washington's most popular Saturday evening local programs, with a rating of 15.0 (ARB Survey, Oct., 1951)—action-packed adventure with the famous stars of "Cisco Kid" movies.

Your nearest NBC Spot Sales office or the WNBW Sales Department will be happy to "wrap up" a contract for you on any of these choice availabilities and several others not listed.

And what a "package" WNBW can deliver: a coverage area with 1,717,200 population, an effective buying income of $2,588,621,000, and 312,000 television sets.

in our 7th year

WNBW Channel Four
NBC-TV IN WASHINGTON

NETWORK TV

Billings Increase 184.9% Over 1950

NETWORK television in 1951 had troubles, but none of them had anything to do with money. Gross billings increased by a whopping 184.9% over 1950.

The biggest problem in 1951 was the same one that beset the networks the year before—how to clear time on enough stations to satisfy advertisers. And that was a problem that would last as long as the FCC freeze.

At year's end there were 108 stations on the air (one more than at the end of 1950) in 67 cities, and nearly 15 million television sets in operation, half again as many as at the end of the year before.

Pressed by advertiser demand, networks in 1951 were opening up new program periods in daytime hours which a year before had been thought to be useless for television. The most ambitious exploration scheduled in that line was NBC-TV's *Today*, an across-the-board three-hour show beginning at 7 o'clock in the morning, which goes on the air Jan. 14. All the others also had big plans for daytime expansion.

Gross billings gains in 1951 almost defied any reasonable accountancy. BROADCASTING • TELECASTING estimates that billings will total $129,000,000. They were $45,278,885 in 1950, according to Publishers Information Bureau.

Network Breakdown

Here's the way it breaks down, network by network. The figures for 1951 are BROADCASTING • TELECASTING estimates, based on projections of PIB figures which are complete only through October and on information from networks themselves. The 1950 figures are PIB's.

	1951	1950	Pct. Change
ABC-TV	$18,300,000	$ 6,628,662	+176.05%
CBS-TV	$42,500,000	12,964,531	+227.8 %
DuMont	7,700,000	4,500,000	+ 71.1 %
NBC-TV	60,500,000	21,185,692	+185.5 %
Total	$129,000,000	$45,278,885	+184.9 %

The big billings increase stemmed not only from the expansion of schedules into daytime hours but also from substantial rate increases. One question that a lot of people were asking at the end of 1951 was: How high can TV rates go without pricing TV out of the market?

Mr. Weaver

Mr. Stronach

Mr. Van Volkenburg

Mr. Witting

* * *

Following are year-end statements by television network chief executives:

Alexander Stronach, vice president for television, ABC:

"The trial runs for television are over; shakedown cruises a thing of the past. This does not mean that experimental TV will not go on. It should and will. But it does mean that television has entered its productive commercial era and is now able to support itself. Television now is on a profitable basis.

"Here at ABC-TV the long range prospects are bright. The ABC television network as of this time comprises 63 outlets, five of which are owned by the network. These five owned stations, WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco, represent guaranteed outlets in five of the seven major markets in the United States. A purchase in these markets is one of the most valuable assets any advertiser can secure in today's difficult clearance situation.

"In addition to the value of this select group of facilities to a sponsor, the ABC-TV network has prime locations from which to originate network programming. We have some of the finest studio facilities in New York. Our Chicago station has always been a source of network programming. The advent of the transcontinental cable-micro-wave television relay allows for the transmission of prestige programming from coast-to-coast and has brought into television's fold the film capital of the world, wherein is concentrated one of the greatest talent pools of all times.

"The 23 acre motion picture lot owned by the ABC-TV network is the finest television plant in existence today. It assures an exchange of programs from coast-to-coast during the coming year that will exceed all expectations of the present concept of network programming.

"During 1951, ABC-TV offered such new shows as *The Celanese*

(Continued on page 56)

TV STATIONS

Trend Seen Up, Up, Up

TV STATIONS, generally loaded to the gunwales with business, enjoyed vastly improved business in 1951 and look for an average jump of more than 50% in their 1952 gross.

With an approximate 50% jump in circulation to a peak of around 15 million video receivers, stations in many cases adjusted their rates upward. Use of daylight hours, especially afternoon, attracted many advertisers and 1952 is expected to bring a lot more sponsors into the substantial audiences enjoying the daylight time segments.

Compilation of increases in total business anticipated in 1952 shows an average of 53% for stations responding to the BROADCASTING • TELECASTING questionnaire.

Topping the separate business brackets is network business, with a 67% average boost expected in the first quarter of the year. The individual estimates range from 10% to 175%.

Not quite matching the network figure is national spot with a 61% average increase in the first quarter over the same period a year ago. Here the individual estimates range from 15% to 120%. As for local TV business, the average is 48% based on a spread of 20% to 100%.

If there is anyone in TV who expects a decline in any phase of station business, that person cannot be found in the questionnaire replies.

For the most part the more spectacular estimates came from cities where TV is not yet a medium of several years' existence. The rate of expansion in set sales is much more rapid in communities relatively new to TV.

AT&T Link Helps

Spread of AT&T inter-connection facilities to new areas, including the West Coast, has been a stimulus to stations benefiting by the hookups. Additional cities will be linked in 1952.

The questionnaires do not reflect anticipated end of the FCC station freeze, since this influence will not become important before the last half of the year.

Among markets still below a saturation point is Louisville. Victor A. Sholis, WHAS-TV, said TV business in the market will continue to grow rapidly in 1952 in comparison to older TV cities. "General business prospects for the Kentucky area are quite bright," he said. "Earnings will be down, however, because of taxes and higher operating costs."

In the same market Nathan Lord, WAVE-TV, indicated market optimism as he looked into the coming year.

Stations in the Eastern Seaboard area are completely optimistic, though TV is well-established in most of the cities. E. K. Jett, WMAR (TV) Baltimore, said, "Television is now available in most every major market and will continue as the most effective and most profitable medium for mass communication. In short, it looks like 1952 is going to be a great year for television with lifting of the freeze; beginning of new construction in new markets; power increases for better reception and political elections." He observed that the summer political conven-

(Continued on page 57)

SARNOFF

Sees TV in Top Election Role

DURING the past year, television established itself as such a vital force in the life of America that in 1952 it promises to be a decisive factor in the nomination and election of the next President, Brig. Gen. David Sarnoff, chairman of the board of RCA, declared in his year end statement.

Gen. Sarnoff said:

"By election day [in 1952] there will be approximately 18 million television sets in the United States, with a potential audience of more than 60 million persons—exceeding the total population of the United States when Grover Cleveland campaigned for the presidency in 1884. For the first time coast-to-coast network facilities will be available for the national campaigns.

Widespread Impact

"No other force, in so short a time, has ever exerted such a widespread impact on the home, on entertainment, education, politics, advertising, news and sports.

"The power of such a medium for moulding public opinion is unprecedented. It provides an open forum in which every home has a front-row seat in the discussion of national and international problems. The leaders, as they speak, become living personalities whose emotions and appearance are viewed directly by millions of people. This new art brings sincerity or insincerity into focus and has an intimate way of portraying the distinguishing characteristics of a natural leader.

"Television of today, however, is only the prelude to the television of tomorrow. It will change its format from time to time to keep pace with new program trends and new inventions. It is a live and flexible medium. In the process of its evolution it will develop its own art form, distinct from radio, motion pictures, stage and press. It will create and develop new entertainers and new personalities for the television screen.

"Already television has revealed its tremendous impact as an advertising medium. Based on the financial results of the first ten months, the 1951 time billings of four TV networks and 109 stations should reach at least 250 million dollars. This year, for the first time, television surpassed network radio in revenue. Today there are 15 million television sets in the United States. About 40 theatres are television-equipped."

Gen. Sarnoff pointed out a number of important TV advances in 1951. Among them:

TV stations proved they could operate within the accepted economic framework of the U. S. broadcasting system.

TV manufacturers survived a period of dwindling sales, and now receiver sales are on the upswing.

RCA worked up plans to ask the FCC to consider its compatible color TV system before mass production of color sets, stopped by Defense Mobilizer Wilson, is resumed.

TV Expansion

Coast-to-coast TV became a reality.

TV expansion into UHF was proven to be possible and practical in extensive tests by RCA-NBC engineers at Bridgeport, Conn.

Gen. Sarnoff pointed out that while television has thus advanced, radio also has continued to move forward. He said:

"Today there are 2,400 AM and 680 FM stations in the United States. Daily broadcasts cover 95% of the country. Approximately 12 million new radio sets were sold by the industry in 1951, lifting the total in this country close to the 100 million mark, including about 24 million automobile radios. There are 43 million radio equipped homes. . .

Golden Anniversary

"Measured from the date of Marconi's first transatlantic wireless signal in 1901, radio in 1951, celebrated a Golden Anniversary. Throughout its half century of progress as a science, art and industry, it has met the tests of ups and downs in business. The constant invigoration of science has given radio a perennial vitality and versatility. Its Golden Age is still ahead."

General Sarnoff said that the radio industry looks forward with confidence to each new year as one of increasing promise and progress. He continued:

"The year 1952 will be no exception; for the field of electronics—of which radio and television are a vital part—is on the threshold of many new developments. These include the harnessing of electrons in solids for useful work, instead of subjecting them to incandescent heat inside a vacuum tube.

"Tiny devices, known as transistors, have been developed for use as detectors, amplifiers and oscillators for radio, wire and cable communications. These use germanium crystals as small as a match head. They will play an important role in the future of many forms of communications.

"Today, communication is only one facet of the future of electronics, the roots of which are imbedded in radio and television. There are limitless possibilities also for electronic inventions in new and broader fields, especially in the field of home appliances.

"On the threshold of 1952, it is difficult to imagine a world without radio, or homes without broadcast receivers and television sets. This record of accomplishment and public service is the result of the freedom we enjoy in America to research, invent, develop and progress under a democratic system of competitive private enterprise that surpasses in achievement any other system in the world."

Gen. SARNOFF

* * *

SET DEMAND

Greater Than Supply—Baker

DEMAND for General Electric radio and TV sets will far exceed ability to produce, Dr. W. R. G. Baker, vice president and general manager, GE Electronics Division, predicted in a forecast of 1952 developments in electronics.

Dr. Baker

Replacement purchases by owners of small-picture TV sets and removal of public confusion over color will aid the demand, he said, plus increased sale in fringe areas as receivers become more sensitive and transmitter power increases.

Demand for TV and broadcast equipment has been fairly substantial despite the freeze, according to Dr. Baker. With lifting of the freeze he foresees a rush for TV construction permits plus expansion of existing studio facilities. He predicted GE business in these lines would double in 1952.

APS TO ENTER TV

Will Offer Films

ASSOCIATED Program Service, radio library organization, will announce shortly its entry into the television film field with exclusive distribution rights to the extensive backlog of educational and documentary features of Encyclopaedia Britannica Films, it was learned last week.

At work on the projected expansion for more than a year, APS has invested approximately $150,000 in the purchase of other films, aside from commencing the re-editing of EBF features to fit TV needs, and expects soon to be ready to set up a special TV division apart from the radio library service.

APS, headed by Vice President and General Manager Maurice B. Mitchell, is a division of the Muzak Corp., whose owners also own the Encyclopaedia Britannica and Encyclopaedia Britannica Films, described as the largest service in the educational and institutional film field. In anticipation of the move into TV, EBF has stepped up its production schedule in recent months and is now turning out a film a week. EBF also has acquired Films Inc., said to be the largest organization in the 16mm entertainment film field, which has exclusive 16mm rights to Warner Bros. and 20th Century-Fox Films. Presumably efforts will be made to extend these rights to include TV use.

Far-Ranging Backlog

Primarily, however, APS expects to concentrate on educational and documentary programs. EBF's backlog in this field is far-ranging, including specially produced features on such diverse subjects as national and world affairs, sports, communications, social sciences, home economics, geography, arts and crafts, development of modern industry, conservation, physics, child psychology, agriculture, and history among others.

They were specially produced for use primarily by schools and colleges. The task of rearranging, re-editing and packaging these features for presentation as TV series has been in progress for the past year. Some may be re-edited as film commercials.

Among the early offerings being planned is a documented series on atomic energy—said to be the first of its kind ever released. Another dramatic production probably will deal with narcotics.

The APS TV division will be entirely separate from the APS radio library service, which, according to General Manager Mitchell, is now completing its most successful year.

Muzak President Harry E. Houghton reported that Muzak too is completing its most successful year, and also has completed technical improvements which will enable it to extend its franchise areas from 200 to 500 cities next year.

FILM PROSPECTS

Demand May Double in '52

BUSINESS prospects for film companies in 1952 could scarcely be brighter, judging by the comments of TV film package and motion picture producers to the annual year-end survey by BROADCASTING • TELECASTING.

This optimism far transcends such apparent obstacles as FCC's TV station freeze, material shortages, cost factors and union jurisdiction squabbles. Potentialities are described as limitless when FCC lifts the freeze, though this probably will not be reflected in 1952.

Virtually without exception, film producers are unanimous in their conviction that demand and output for film will double—even triple—in the forthcoming year.

Perhaps the best barometer is the numerical emergence of film companies which have hopped on the television bandwagon, firm in the belief that film will dominate the visual medium in the near future.

Ever since motion picture companies on the West Coast adopted the time-worn adage—"if you can't beat 'em, join 'em"—the gold rush to television has been in full swing. The key to this situation is their belief that TV eventually will be wed to motion pictures after divorcing sound broadcasting—an abhorrent thought in many industry quarters.

Emerging from the year-end survey are these highlights:

● Film will comprise from 65% to 80% of telecasting by the end of 1952, or within a reasonably short time thereafter.

● The films-for-TV industry will record upwards of $10 million in revenue next year, with a sizable part of that for film commercials.

● More and more motion picture stars and executives will channel their time and efforts to films for video; in addition, the TV industry will spawn a growing crop of stars for the movie industry.

● Film production may well centralize on the West Coast and many advertising agency executives may be expected to transfer their operations to Hollywood.

* * *

Television will play a greater role in world affairs and in entertaining people, largely through film, according to **Louis D. Snader**, president, Snader Telescriptions Corp. He reiterated that "80% of television will be on film by the end of the year" and cited interest in films of the Korean war and forthcoming coverage of the GOP and Democratic party conventions.

"It is my feeling that we can best serve our function by entertaining the people," Mr. Snader asserted. "By providing entertainment we draw into the periphery of our viewing audience the greatest number of people."

Television will prove to be both a lure and training ground for Hollywood film stars, **Hal E. Roach**, president of Hal Roach Studios, Culver City, Calif., told BROADCASTING • TELECASTING.

"Many personalities will wait too long before entering television. By the time they're ready for the move they will discover that television already has its own popular favorites."

Bing Crosby Enterprises, Hollywood, forsees 1952 as the first golden year for motion pictures in video, according to **Basil Grillo**, executive vice president. Firm pioneered in film TV with the *Fireside Theatre* and is shooting other programs for sponsors.

"Not only is production of good television films increasing in 1952," Mr. Grillo said, "but sales of this product to important national, regional and local advertisers is keeping pace with our production."

Even greater progress in the film-for-TV industry than this past year is predicted by **Jerry Fairbanks**, president and executive producer, Jerry Fairbanks Inc. Output should double that of 1951, he states, explaining:

"Sponsors, agencies and net works finally have recognized film for what it can be—the one sure way of achieving professional perfection in program presentation and the best method of solving the problem of time differences across the nation. Already well represented on all video popularity surveys, filmed programs this coming year may capture as many as six out of the ten top ratings. And its use by independent stations for quality programming at costs local and regional sponsors can afford will increase manifold."

* * *

The new year will usher in a "sponsors' goldrush" to TV film productions, following the lead of Procter & Gamble, General Mills, Philip Morris and others, according to **Milton M. Blink**, executive vice president of United Television Programs.

"But it is the regional and local sponsors who come into their own with films, as only with film can they compete with the best of TV shows at a fraction of the cost of a nationwide show. We are extremely high on film and TV in '52," Mr. Blink stated.

Aaron Beckwith, sales manager of United Television, same firm, said that new year production is "accelerated, with new shows being planned by United TV." Prospects for 1952, he said, "are great because networks are adopting policies that make time clearances easier." And small stations are being attracted to the bigger and better shows being made by film packagers, which also improves the outlook.

John L. Sinn, president of Ziv TV Programs Inc., said spot television of the filmed-syndicated variety is destined for greater importance for the same reason spot radio has increased in use.

Swing to Film

More and more national advertisers are turning to filmed programs—such as *Boston Blackie* and *Cisco Kid*—to do their selling job in specific individual communities, he said. So too, are regional and local advertisers, who find such a flexible programming tool a valuable means of getting through to the public.

With the quality of film and of film transmission having become so top grade that resistance to using filmed shows has passed out of existence, the filmed-syndicated television industry is on the verge of a boom paralleling that enjoyed by the transcribed-syndicated radio industry during the past five years, Mr. Sinn predicted. Top names are becoming increasingly easy to bring into the field—top actors, writers, technicians.

* * *

John Mitchell, vice president and general manager of United Artists TV Corp., sees business going "way up" for 1952 to reach a volume about three times that for 1951. Sales, too, will increase, he adds.

Network Resistence

"Film business will get bigger and bigger and bigger, and 1952 should be a great year" Mr. Mitchell said, adding the qualification, "unless there's a war." Network resistance to film has finally broken down, he said, and this has opened things up all the way around, setting a pattern for national, regional, and local advertisers.

The end of 1951 also brings an end to red-ink operations, Mr. Mitchell reports, with film companies now starting to make money in television.

Jules Wile, president of Masterpiece Productions, sees greater production during 1952 with an increase of at least 25%. Sales should have a proportionate rise.

Mr. Wile predicts that, while much more film will be used during 1952, more effort will be directed toward producing half-hour programs, rather than feature-length films for television, primarily because of time costs. Advertisers will want features trimmed to TV time schedules with 54 minutes playing time in an hour's telecast. Half-hour and hour-long programs will amount to at least 50% of the film business during the year, he said, adding, "1952 will be a good year, a very good year."

Production Increase

Mervin Pollack, vice president and general counsel of Pathescope Productions, sees a production increase of 40%—not because of greatly increased business so much as because Pathescope has to date, somewhat neglected TV for industrial films and plans to rectify that.

Mr. Pollack also sees greater use

(Continued on page 77)

* * *

Mr. Lesser Mr. Sinn Mr. Robeck Mr. McNamara Mr. Thayer Mr. Autry Mr. Ralston Mr. Roach Mr. Snader Mr. Collins

SCHECHTER

Rejoins NBC; Is TV General Executive

L. A. (Abe) SCHECHTER, widely known news executive, will return to NBC as a general executive in the television network department on or about the first of the year, it was learned last week.

Mr. Schechter, director of news and special events for NBC before World War II and vice president of Mutual in charge of news, special events and publicity after the war, is now a vice president of Crowell-Collier Publishing Co.

Mr. SCHECHTER

In his new post, it was understood, he will be available for special assignments, the first of which will be to take charge of the television network's ambitious new morning "communications" program, *Today*.

As part of this assignment he will have the responsibility of organizing, operating and supervising an international news and feature service to provide material for the program. *Today* is slated to start Jan. 14 and will be seen Mondays through Fridays from 7 to 9 a.m. (both EST and CST), with Dave Garroway in the role of "communicator" [B•T, Dec. 17; also see other story this issue].

Assumes Post Jan. 1

Mr. Schechter will assume his new post, it was understood, on Jan. 1 or at an earlier date if it is possible for him to wind up his duties with Crowell-Collier before that time.

It is expected the announcement of Mr. Schechter's appointment will be made this week by S. L. (Pat) Weaver, NBC vice president in charge of television operations.

Most of Mr. Schechter's professional career has been spent in the pursuit and recounting of major news events. His entrance into the art of reporting came at the *Providence* (R. I.) *Journal*, followed by the *Newark Star-Eagle* and finally the famed *New York World*.

After tours at AP and INS he went to the NBC press department in 1932, rising by 1936 to director of news and special events. He was responsible for many innovations in newscasting, and is credited with having sold the *Esso Reporter*, which pioneered network newscasting under commercial sponsorship. In 1940 he wrote a book, *I Live on Air*, published by F. A. Stokes Co. He went to the Office of War Information in 1942, on leave from NBC. Within a few months he was a captain in the Air Force and later chief of radio under Gen. Douglas MacArthur, being discharged as a lieutenant colonel.

After the war he joined MBS as vice president in charge of news and special events. A year ago he joined Crowell-Collier Pub. Co. and since last April had been vice president in charge of public relations.

Mr. Schechter was born Aug. 10, 1907, in Central Falls, R. I. He completed schooling at Boston U.

NBC-TV RATES

Go Up 10% July 1

DETAILS of a new NBC-TV rate increase, averaging out to about 10% for the full network and to become effective July 1, are being completed by network officials and will be given to advertisers, agencies and stations by the first of the year.

The last rate boost, last July 1, put the Class A gross hourly rate for 36 interconnected stations at $31,150, and for all 63 stations on the network at $45,425.

The new increase, spokesmen reported, follows NBC-TV's formula of making boosts by a percentage equal to half of the percentage by which TV set circulation has increased since the last increase. Thus, the rate boost on a 100% increase in sets would be 50%.

NBC-TV estimates the gain in sets since last July's rate increase at about 20%, so that the overall 10% increase in the full-network rate is in line with the formula, spokesmen pointed out. Serving notice by Jan. 1 gives advertisers the customary six-month protection, it was noted.

BCE SERIES

13 Films Planned

BING CROSBY Enterprises, Hollywood, will go into immediate production of a new TV film series of 13 half-hour programs, spokesman announced Tuesday. This was said to be the first time a producer has completed a series without first submitting a pilot film for sponsorship.

To be called *Coronet Theatre*, series will emphasize warm, human interest stories rather than the suspense and mystery format of BCE's *Rebound* series, recently sold to Packard Motor Car Co. for telecast about Feb. 1.

Explaining investment of capital in full series before offering sales, Basil Grillo, executive vice president of BCE, said, "we felt it was fairer to a potential sponsor to show him a completed series of 13 films."

MPAA EYES TV

Cooper Is Named

INDICATION that the Motion Picture Assn. of America will be giving TV careful study could be seen last week in the formal appointment of Edward Cooper as director of its Television Dept.

Mr. Cooper's appointment was in the negotiation stage a fortnight ago [B•T, Dec. 10]. He was serving as staff director of the Senate Majority Policy Committee. He takes over his new duties Jan. 2.

Mr. Cooper had been engaged in communications' regulatory matters from 1939, when he joined the staff of the Senate Interstate & Foreign Commerce Committee, until he left Feb. 1, 1951, to join Sen. Ernest W. McFarland (D-Ariz.), the Majority Leader in the Senate.

From 1942-45, Mr. Cooper served with the Navy in the Office of the Director of Naval Communications, retiring with the rank of lieutenant commander.

Mr. Cooper, who is 48, will headquarter in the Washington office of the MPAA.

CBS-TV SIGNS

New NARTB Member

CBS has joined NARTB Television, bringing with it two owned stations, the association announced last week. This brings TV membership to 75 stations and three networks.

According to J. L. Van Volkenburg, president of CBS Television Division, WCBS-TV New York and KNXT (TV) Los Angeles, both owned stations, have filed applications with the association.

It was understood the network will pay NARTB around $1,100 a month in dues.

Membership activity continued on an expanded scale in the radio segment of NARTB. Eighteen broadcasters in the Philadelphia area met at luncheon Wednesday with NARTB President Harold E. Fellows to discuss industry problems and association affairs. William T. Stubblefield, NARTB station relations director, accompanied Mr. Fellows.

William K. Treynor, assistant director, returned last week from a two-week swing through eastern and southern states. New NARTB radio members signed in the last fortnight include WPIK Alexandria, Va.; WEIM Fitchburg, Mass.; WCPM Cumberland, Ky.; WISE Asheville, N. C.; WIEL Elizabethtown, Ky.; WLCK Campbellsville, Ky.; WAIN Columbia, Ky.; WOPI-AM-FM Bristol, Tenn.; WFHG Bristol, Va.; WBLT Bedford, Va.

According to a highly placed CBS Radio source, the question of re-entry into NARTB Radio has not been considered. At the time CBS pulled out of the old NAB in May 1950 the network was paying $5,000 dues as an associate, or a total of around $40,000 a year including owned stations. The withdrawal was attributed to the belief that the association largely duplicated services performed by the network on its own behalf.

ABC withdrew from the association at the same time as CBS and has not rejoined.

KLETTER TO DTN

To Head Sponsor Service

DuMONT Television Network has instituted a merchandising and business development department as an additional service to its sponsors and has named Edward Kletter, president of Product Advertising Corp. to head the unit, DuMont General Manager Chris J. Witting announced last week.

Mr. Kletter, who resigned as president of Product Advertising Corp. and as vice president of United Cigar-Whelan Stores Corp. to accept his new position, brings many years of experience in merchandising, advertising, and sales promotion to the network. He started his career with United Cigar-Whelan Stores in New York in 1925, ultimately becoming regional manager of the eastern territory. In 1945 he was transferred to California as president of the Whelan Drug Co. of California to expand the Western Division of the organization. He returned to New York in 1950 to assume presidency of Product Advertising which, among other activities, handled two major network TV programs and sales promotion for some 4,000 chain and 15,000 independent drug stores.

The new department was set up, Mr. Witting explained, to create and administer merchandising and point-of-sales promotional activities for products of DuMont sponsors.

WDTV (TV) INNOVATION

Rotates Berle, Sinatra

WDTV (TV) Pittsburgh last week initiated—with the Texas Co.'s approval, spokesmen reported—an alternate-week schedule for Texaco's weekly Milton Berle show (NBC-TV, Tues., 8-9 p.m.).

Every other Tuesday in this time period the DuMont-owned station intends to carry the first half of the *Frank Sinatra Show* from CBS TV, followed by the *Saturday Evening Post's* program, *Keep Posted* 8:30-9 p.m., from the DuMont network. First quarter-hour of the Sinatra show is sponsored by Ekco Products.

CHANNEL PLAN

Trends Seen in Bids For New TV Outlets

THREE discernible trends have become apparent in TV applications during the past few weeks.

● Applicants have begun champing at the bit. Although TV applications have not been impressive in weekly numbers, there have been 17 filed so far this month. This compares with four in November and 10 in October. In December 1950, only 10 TV applications were filed for the whole month.

TV application activity began soon after FCC Chairman Wayne Coy, Comr. George E. Sterling and Broadcast Bureau Chief Curtis B. Plummer estimated that the TV freeze would be thawed by Feb. 1 [B•T, Nov. 5]. They also estimated that after a period for new applications to be filed and old ones revised (60 days has been most mentioned), processing would start. No TV applications for new stations have been processed since September 1948.

No secret is it among Washington attorneys and consulting engineers that they are under increasing pressure by many of their clients to "get that application in." Although they themselves are not counseling haste, clients' hurry-up attitude is beginning to prove infectious.

● UHF got the accolade last week when Westinghouse Radio Stations revealed that its KYW Philadelphia was applying for a UHF channel there. Application has been prepared and was due to be filed late last week or early this week.

Philadelphia 'Hot Spot'

Philadelphia, ranking fourth in U. S. Metropolitan Areas, is one of the "hot spots" in the FCC's proposed TV channel allocation plan. It originally had four VHF channels assigned, but under the proposed plan, the FCC deleted Channel 12 and substituted four UHF channels. One of the UHF channels is reserved for educational TV. The three VHF channels are already occupied—by WCAU-TV, WFIL-TV and WPTZ (TV).

TV applicants WIP and Daily News Television Co. (WIBG-*Philadelphia Daily News*) have waged a strenuous fight to have Channel 12 restored — primarily on the ground that it would be unfair, if not impossible for a long time, for a UHF station to compete with the three existing VHF stations.

Westinghouse UHF application may be presumed one Philadelphia station's answer to that viewpoint.

● Combinations of existing radio stations in one TV application—long talked about as a possible answer to (1) competitive hearings for good markets and (2) high cost of TV installations—became a fact last week with an application for Fargo, N. D. In that city, KFGO Fargo and KVOX Moorhead, Minn., joined forces under the name of Red River Television Corp. for Channel 6. Cities are across the river from each other. Commission proposed only two VHF channels for the Fargo-Moorhead area.

Previously, same type of consolidation was involved for Waterbury, Conn., where applicant Nutmeg State Broadcasting Co. was corporate setup for WBRY, WATR and the *Danbury News-Times*. This combination is to be dissolved, it is understood.

OSU TV Bid

NONCOMMERCIAL, educational TV station is sought by Ohio State U. in an application filed with FCC last week for Channel 12—which is not proposed for Columbus. OSU application stated that Channel 12 could be allocated to Columbus without upsetting allocation plan, which proposes to reserve UHF Channel 34 for educational use. OSU operates noncommercial radio station WOSU Columbus.

WLWT (TV) SHOWS

Augment NBC-TV Schedule

WLWT (TV) Cincinnati says it will be the "independent NBC-TV originating point" shortly after the first of the year. Robert E. Dunville, president of Crosley Broadcasting Corp., notes that the station already is supplying 2½ hours of weekly network production with the *Ruth Lyons' 50 Club*.

Total weekly network time supplied will be six hours in January, it is pointed out, after *Midwestern Hayride* returns for one hour weekly 11 a.m. Saturday (starting Jan. 5), and Mel Martin's *Breakfast Party*, audience participation, joins NBC-TV at 10 a.m. Mon.-Fri. (starting Jan. 7).

Santa at FCC

FCC staffers gave Cyril M. Braum, chief of Broadcast Bureau's TV Division, box of matches "to thaw the TV freeze" as a gag Christmas present last week. Paul Dobin, chief of the Allocations and Standards Div., got a rubber ruler; he's charged with working out final allocations of TV channels throughout country.

OLYMPIC TV

Bids Are Asked

AGENCIES billing more than $5 million business in 1951 and all the television networks have been invited by the U. S. Olympic Committee to submit bids on exclusive television rights to films of the Olympic games next year. The annual athletic event will take place in Helsinki, Finland, from July 19 to Aug. 3.

Two weeks ago the U. S. committee, which headquarters in Chicago, mailed letters detailing the plan to 102 agencies and networks. "Several" responses had come in by Thursday, according to J. Lyman Bingham, executive director.

He explained the Finnish Olympic organizing committee, which handles the international event, retains the right to accept or reject any bid. Proposals will be screened by the U. S. group and then forwarded to the Finnish organization.

Negotiations for radio rights are being handled direct. Details of the TV plan are being worked out now by Mr. Bingham and his staff, and should be ready for presentation sometime this week. The U. S. committee, which has the exclusive TV sales rights, is working on a percentage basis. This money will be used to help send the American Team to the Olympics, estimated cost of which is $850,000.

DISCUSSING camera locations for WFIL-TV Philadelphia's coverage of the Mummers' New Year's Day parade (l to r) Edward Gardiner, treasurer, C. Schmidt & Sons, brewing firm sponsor; John Gardiner Jr., vice president and sales manager of firm; James C. Gibson, account executive, Al Paul Lefton Co., and Roger W. Clipp, general manager, WFIL-AM-FM-TV. Group is shown outside City Hall.

CBS TV SPOT

Staff Changes Announced

CBS TELEVISION Spot Sales department was the scene of two promotions and one staff addition last week. They were announced Wednesday by Merle S. Jones, CBS-TV vice president in charge of stations and general services, and Thomas H. Dawson, general sales manager of CBS-TV Spot Sales.

Sam Cook Digges, CBS-TV Spot Sales midwestern sales manager, was named eastern sales manager effective Jan. 1, to replace George R. Dunham Jr., recently appointed general sales manager of WCBS-TV New York, key station of the network's video division.

After spending five years with the retail advertising department of the *Washington Daily News*, Mr. Digges entered broadcasting as a salesman for WMAL Washington, D. C., in 1942. He saw service with the Merchant Marine during the war and joined CBS in 1949, first as New York salesman for TV Dept. of Radio Sales, then as CBS station representative for both radio and TV. He was named TV manager of Radio Sales' Chicago office in 1950.

MacLean Chandler, account executive in the Chicago office, was simultaneously appointed midwestern sales manager, and Theodore F. Shaker was named his successor.

Mr. Chandler was associated with Leo Burnett Co. in Chicago for 12 years, where he was vice president in charge of radio and TV. He interrupted his career for service with the Navy from 1941-45 and still retains his rank as lieutenant commander. He joined CBS as account executive in Radio Sales' TV Dept. in 1950.

Mr. Shaker joins CBS TV Spot Sales after association with the TV Sales Dept. of the Katz Agency. His previous record includes representing nine drug manufacturers in Michigan, selling for Lorenzen & Thompson, newspaper and radio representative, and for the *Farm & Ranch Southern Agriculturalist*.

PULSE RATINGS

New TV Service Offered

PULSE has announced a new TV program rating service, the network Popularity TelePulse, which will combine "individual ratings of TV network shows in nine cities by weighting proportionate to TV population to yield a single measurement." This measure, Pulse stated, can be taken as a popularity gauge as network programs are telecast in these markets "in more uniform and standard patterns." Markets are Atlanta, Chicago, Cincinnati, Cleveland, Columbus, Detroit, New York, Philadelphia, and Washington. Baltimore will be added in January.

Pulse warned against confusing these ratings with the multi-market TelePulse figures, which include one-station as well as multi-station TV markets.

NCAA POLICY

To Decide TV Jan. 10-12

A POSITIVE television policy for 1952 will be established by the National Collegiate Athletic Assn. at its annual convention in Cincinnati Jan. 10-12, but a firm control over all live telecasts of games is expected to continue indefinitely.

This was the report which came last week after a special two-day meeting of the NCAA Television Committee in Chicago. Operational developments of the controlled "experimental" telecasting of games this past season were discussed by the group, which refrained from making specific recommendations on policy.

The decision will be made by the membership after a convention report on the $50,000 survey conducted by the National Opinion Research Center, Chicago, on the effect of game telecasts on gate attendance. Results will be compiled the first week in January.

Television committee members said there was talk of scheduling football telecasts next year from Saturday to Saturday, rather than entirely in advance, in order to avoid conflict and inequities among the stations and viewing areas.

Ralph Furey of Columbia U., co-chairman of the TV committee, said the policy of "blackouts" which went into effect during the 1952 season 'wasn't restrictive at all, compared to what most conferences had previously planned. If it hadn't been for the NCAA program, the general public would have seen little or no college football on television last fall."

Mr. Furey said the limitations on telecasting were "completely legal." He said "pressure" for more or different games came from the television industry, newspapers owning TV stations and people "in the trade."

Tom Hamilton of Pittsburgh is co-chairman with Mr. Furey. Committee members are Bob Hall, Yale; Max Farrington, George Washington; Edward Krause, Notre Dame; Reaves Peters, Big Seven; Howard Grubbs, Southwest Conference; E. L. Romney, Mountain States Commissioner; and W. O. Hunter, Southern California. Others attending were NCAA President Hugh Willet, substituting for Mr. Hunter; Joseph L. Rauh, NCAA attorney in Washington; Edwin Reynolds, New York, NCAA TV program director.

AT&T's Holiday Show

SPECIAL holiday film program telecast last week by some 80 stations under sponsorship of AT&T Co. was placed by Cunningham & Walsh, New York, and not by N. W. Ayer & Son, New York, as erroneously reported [B•T, Dec. 17]. This was an exception to the normal set-up, which continues, of Ayer handling the telephone company's institutional advertising and C & W advertising of the classified telephone directories.

FINAL PLANS for the building of a new, larger Television Center were announced last week by Edward Lamb, owner of WTVN Columbus, Ohio. Plans were drafted by Al Tynan & Assoc., Columbus architects. Contract has been let to the Altman-Coady Co. Construction will begin immediately and it is hoped that the bulding may be finished by mid-May.

DuMONT LABS

TV Impact Seen Greater in '52

By DR. ALLEN B. DuMONT
President, Allen B. DuMont Labs

THE BIG role that television is to play in our lives is still in the making and this will become more and more evident in 1952. Television should not be placed into the fixed category of entertainment . . . [It] is just a part of the function and place in our lives that television will play.

We look for more attention to be given not alone to video entertainment but to areas of interest in the domain of public relations, to the development of electronic journalism, to sight and sound exploration in the realm of everyday politics, to adult education, to the illustration of how the tenets of religion can and should be applied to everyday life.

The year 1952 will see television playing its most important role as America's voters go to the polls to elect or reject the candidates who will represent them in our government.

Television's quality of honesty, which separates the wheat from the chaff, picks out the sheep from the goats, and differentiates the phony from the genuine, had its effect in the recent November elections.

To Aid Government

In 1952 the inherent honesty of television will be put to work in earnest in the cause of good, clean government and a return to the fundamentals of the American enterprise system.

It is conceivable that in the working of that accomplishment, television at its efficient best will fill our halls of Congress with statesmen, and our state and local offices with men whose greatest desire is to serve completely the public interest and welfare by means of the application of honesty and sincerity.

We will also see television moving at an increased rate into business and industry. Television is rapidly becoming the eyes for management to check on operations and a valuable new tool for workers to perform difficult tasks with greater safety.

Already more than 150 business and industrial TV units are in operation around the country. They are private television systems operated over closed circuits on cables, directly from camera to receivers with no signals being transmitted over the air. Industry officials contend that television's commercial and professional uses will overshadow its role in bringing entertainment into the living room.

Television is already bridging the gap between worker and management. It is used for smoke control in New York City. Steel mills and automobile plants are using television for closeups of operations which might be impossible or hazardous for a human observer. Television is being used in oil well operations, and several department stores have viewing screens at key points to allow customers to see merchandise being offered on other floors.

The government is making numerous uses of television, many of which are being kept secret for security reasons. However it is known that television is used for rocket and guided missiles studies, robot planes and other military operations. Stereo or three-dimensional television is presently in use in the Atomic Energy Commission's Argonne Laboratories for handling materials which are dangerously radioactive by remote controlled devices.

The outlook for the television industry in 1952 is closely intertwined with that of the defense effort.

With electronics playing an increasingly important role in the blueprints of our military and naval planners, electronics, next to steel and aircraft, will play industry's most important role in our national rearmament program. By the end of 1952 the electronics industry will be producing at an annual rate of $4.5 billion which equals the peak industry production figure in World War II.

Because of this tremendous manufacturing effort for the national defense, the production of television receivers, will, of necessity have to be curtailed. The industry which manufactured upwards of 5,000,000 receivers in 1951, following an unprecedented 7,500,000 figure in 1950, will produce approximately 4,000,000 sets, due to shortages of critical materials.

In the DuMont organization already 60% of the firm's business is on defense work with a military backlog of over $60 million. The company will be in full defense production by early spring 1952. We anticipate that our total sales, which were around $50 million in 1951, will reach a company high water mark in 1952, of between $100-$125 million.

TALENT COSTS

Sullivan Gives Figures

LINCOLN-MERCURY Division of Ford Motor Co. is spending $3,500,000 a year for its TV show, *Toast of the Town*, Ed Sullivan, that program's m.c., said Wednesday in a talk to the Advertising Women of New York.

Speaking at the ad women's Christmas party at New York's Waldorf-Astoria, Mr. Sullivan said that some $900,000 of the total goes for talent, the remainder for time and for the 86 employes other than talent — stagehands, technicians, etc.—who work regularly on the show.

TV talent costs are high, Mr. Sullivan admitted, noting that chorus girls who for a Broadway show would get $85 to $100 a week are paid $170 for a single TV performance, including rehearsal time. Top fee paid to any single star on *Toast of the Town* was $6,500, he recollected.

Complete talent costs for the program's first broadcast in 1948 were $800, Mr. Sullivan said, including $100 for a young comedy team, Martin & Lewis, and $80 for the singer, Monica Lewis. Rogers & Hammerstein, who also were featured on the series' initial broadcast, performed without pay, he recalled. In contrast, he said that a recent *Toast of the Town* telecast, "The Sherwood Story," had a talent budget of $23,000.

Some such adaptation of the usual variety formula as that used in that program and others in his series which have reviewed highlights in the lives and careers of well-known personalities is absolutely essential to the survival of video variety shows, Mr. Sullivan declared. The vaudeville formula, which gave TV its first big audience ratings, is doomed today without some new factor to give these programs an "appeal to the mind and the heart," he stated.

When *Toast of the Town* first started on the air it was broadcast opposite the *Philco Playhouse*, which soon moved to another time period, Mr. Sullivan reported. "I'd be scared to death to have that kind of competition today," he added, noting that as pure variety shows have slipped on TV there has been a corresponding increase in the popularity of the better dramatic telecasts.

Success story board

Seeing the picture with Sid and Imogene

Television is the most profitable advertising medium ever evolved.

Its costs are big by irrelevant comparisons to halfway media —

slight in relation to what makes it big:

the biggest stars on the biggest programs in television . . .

the biggest audience on the biggest network

For every advertising dollar invested today, television delivers more people . . . customers . . . *sales* than any other medium.

And that is the measure of its success. Specifically, among program viewers, the average show raises sales by 37%.

Results. Such as, for our own Show of Shows — 36.8 extra customers per month for each TV dollar.

And for advertisers who plan big to sell big, NBC offers

the biggest opportunity for the biggest sales results!

Fresh time periods are being opened by NBC-TV, with low budget shows and high budget shows, to place the selling force of television within the reach of *all* advertisers. Write or call NBC-TV Sales.

The results figures are from the remarkable study, "Television Today." If you haven't seen this booklet about television's impact, or if yours is worn out with use, write us.

NBC *television*

The network where success is a habit

PLANE CRASH

Radio, TV Give Coverage

RADIO and television coverage of the New Jersey plane crash Sunday, Dec. 16, became an immediate and impressive demonstration of broadcasting journalism last week with almost all stations in the metropolitan New York area sending special crews and equipment to the scene for on-the-spot visual and audio reports.

WNJR Newark said it aired the first bulletin at 3:21 p.m. Sunday, less than 10 minutes after the Florida-bound airliner crashed at Elizabeth, N. J., with a loss of 56 lives.

First word of the tragedy was flashed to the WNJR newsroom by Engineer Robert Wirtick, who saw the plane's smoking engine burst into flames from his post at the station's transmitter in Union, N. J. After a check with Civil Aeronautics Administration headquarters at Newark, Newsman Arthur J. Hedges put the first crash bulletin on the air at 3:21 p.m. and the station had Mr. Wirtick's account, recorded by telephone, on the air at 3:49 p.m.

Sends Mobile Unit

With details pouring into the WNJR newsroom from *Newark News* reporters, the station also dispatched a mobile unit to the accident scene with Announcer Chris Cunningham and Engineer Ivan Eisenberg, whose on-the-spot report was broadcast during the 6:30 p.m. Prudential Insurance Co. of America broadcast. WNJR rebroadcast its eye-witness coverage late Sunday and early Monday.

WOR-TV New York, whose transmitter is also located on the Jersey side of the Hudson River, carried its first announcement at 3:30 p.m. and sent its special crew to the crash scene to record interviews with three eye-witnesses. Charles Singer, assistant chief engineer for WOR, was on the scene to help interview three additional eyewitnesses for AM broadcast at 7:30 and 11 p.m. that day.

WPIX(TV)'s veteran Newsreel Cameraman Frank Hurley rushed to the crash site and, with portable lights and camera equipment, shot film which was delivered in New York at 5:57 p.m. Thus, WPIX had a two-minute film segment, shot at the scene, on the air at 6:30 p.m., which it claimed was four hours ahead of other TV stations. Other footage was included for a special TV edition of *Telepix* at 8:55 p.m.—when a five-minute sequence was used—and at 10:25 p.m.

CBS Television carried film strips of the disaster on Don Hollenbeck's *Sunday News Special* at 11 p.m. Radio Division of CBS put two bulletins on the air shortly after the crash occurred, following with the full story on the 4:15 p.m. newscast. Henry Wefing, news editor; Dick Aldwin, news staff member; and Dallas Townsend, commentator, and three CBS Radio engineers took portable equipment to the accident location and recorded interviews with eye witnesses for 11 p.m. broadcast.

Mutual carried on-the-spot coverage of the plane crash with an insert made by *World Telegram* Reporter Gabe Pressman for the MBS 11 p.m. newscast.

CLARK RESIGNS

To Form Own Rep Firm

NEW STATION representative firm was incorporated in Illinois last week as George W. Clark resigned as Chicago manager of the John E. Pearson Co. representative firm to head his own company.

Mr. Clark

The firm will be known as George W. Clark Inc., and will headquarter in Chicago. Offices will be opened there Jan. 2 at 333 N. Michigan Ave., and a New York office will be established shortly thereafter.

Chicago manager of the Pearson firm for two years, Mr. Clark worked previously as an account executive at Grant Adv. and a network salesman for Mutual, both Chicago. He was Chicago manager for WLW Cincinnati two years, and co-manager of the station's New York office one year.

McCALL'S 'MIKE'

Seven Women Win Awards

SEVEN women in radio and video have been named winners of *McCall's* "Mike," broadcasting honor for outstanding public service. The selections are to be officially announced in the January issue, to reach newsstands Wednesday.

Mrs. Marshall

Top honor winner was Elizabeth E. Marshall, assistant radio-TV director, Chicago board of education and state radio chairman, Illinois Congress of Parents & Teachers.

Over WIND and WBEZ (FM) Chicago, Mrs. Marshall aired a children's citizenship program entitled, *Lady Make-Believe*. Judges opined Mrs. Marshall "worked effectively to strengthen local PTAs as forces in education."

Other winners were:

Kit Fox, director of special broadcasts for WLW Cincinnati, for her series, *The 13th Man*.

Sister Mary St. Clara, BVM, chairman of economics department, Clarke College, for her kitchen radio program on WKBB and WDBQ (FM) Dubuque, Iowa.

Edythe J. Meserand, assistant director of news and special features for WOR-AM-TV New York, for her fund-raising efforts to provide clothing and toys for hospitalized children.

Bee Baxter, women's director, KSOO Sioux Falls, S. D., for her successful campaigning for a mental health clinic on her program, *Toward Mental Health*.

Helen Faith Keane, formerly with WABD (TV) New York, for her information-philosophical series, *For Your Information*.

Dorothy Gordon, for her WQXR-AM-FM New York moderation of *The New York Times Youth Forum*.

AGENCY DISSOLVES

Rosenberg Adv. Files

ARTHUR ROSENBERG Co., 32-year-old advertising agency, has dissolved and filed proceedings asking for an extension of time to pay its debts.

A notice was placed in Thursday's *New York Times* indicating that the agency voluntarily proceeded under Chapter XI of the Chandler Act listing liabilities as $100,047 and assets as $116,503. A settlement of 30% is proposed.

The agency has handled WEVD New York plus a number of mail order accounts, as well as American Christmas Decoration and Christmas Wrapping Corp. The latter two accounts have been using an extensive radio spot campaign. Another account, Myer 1890 Beverage, had been using a television spot schedule since last summer.

Harold Chartow is president and Sam Rubenstein is vice president of the firm.

A meeting of all creditors is expected to take place sometime early in January. Isadore Leinwand is attorney for the agency.

STRATEGY BOARD

Allen Will Remain

DR. RAYMOND B. ALLEN, new chief of the Psychological Strategy Board, and Gordon R. Gray, former PSB chairman, conferred briefly with President Truman last week.

Dr. Allen, former chairman of the Salary Stabilization Board and who has resigned as president of the U. of Washington, told the President he would remain at the Strategy Board at least until next September.

Mr. Gray leaves the PSB chairmanship Jan. 1 to return to the U. of North Carolina, of which he is president, but will be retained as a consultant to the board [B•T, Nov. 26]. Mr. Gray owns WSJS Winston-Salem, N. C. Dr. Allen was succeeded at SSB by Judge Justin Miller, NARTB board chairman and general counsel.

JWT Coast Move

PLANNING expansion of its Los Angeles area staff and facilities, J. Walter Thompson Co. will consolidate its Los Angeles and Hollywood offices into one central office at 6399 Wilshire Blvd., Los Angeles, effective Jan. 1. Cornwell Jackson, agency vice president, is manager of the Hollywood office; James L. Thompson heads Los Angeles branch.

LABOR COSTS

Must Set Limit—Fellows

INDUSTRY must take a stand "somewhere along the line, setting up intelligent barricades against personnel costs that will make profitable operation prohibitive," Harold E. Fellows, NARTB president, said Wednesday in addressing Television Assn. of Philadelphia at a dinner meeting.

Mr. Fellows recalled the agonies suffered by the motion picture industry as studios became enmeshed in labor difficulties.

Reminding that a standard rate card will soon be ready, through cooperative development by NARTB and AAAA, Mr. Fellows said TV hopes to avoid radio's mistake of failing "to price itself profitably." Many types of rates exist in TV and these must be reduced to uniformity, he said.

In discussing the NARTB Television code, he said, "I am not among those who believe telecasters developed a code only under the compulsion of government pressure and the threat of such sound and fury as Senator Benton utters. I believe television broadcasters wrote and adopted a code because inherently, like their fellowmen whom they serve, they are decent, self-respecting, God-fearing citizens. Television is going to be as good as you are—no more, and no less; in your absence, it's going to be as bad as the government can make it—and that can be, as we have witnessed in other areas of the world, pretty bad."

Growth of television hinges on three factors, he said, "Business, which must continue to finance it; you, who must continue to produce it, to make it work, and the public, who will measure its success by responsiveness."

He was optimistic on ability of business to finance "an enterprise as expensive as television," sounding this warning, "Wherever business is such that it cannot support television, in whatever nation that might be true, one of two things will happen; the people will be enslaved or the economy will collapse."

Caldwell Estate

ENTIRE estate of Louis G. Caldwell, Washington radio attorney who died Dec. 11 [B•T, Dec. 17], was left to his daughter, Mrs. Barbara C. Brobeck, under terms of his will filed in District of Columbia court last Wednesday. Mrs. Brobeck is to receive a maximum of $6,000 a year for 10 years, when the entire estate is to be turned over to her. Should she die before that time, it will go to her children. The petition listed personal property, cash and securities at $285,200 and real estate holdings at $148,000, a total of $433,200. The property includes Mr. Caldwell's share of assets of the firm of Kirkland, Fleming, Green, Martin & Ellis, of which he was Washington resident partner.

PERSONAL RADIO

Envisaged by Sarnoff

PERSON-TO-PERSON radio communications, with every individual carrying a miniature pocket transmitter-receiver as he now carries a watch and wallet, was predicted Thursday by Brig. Gen. David Sarnoff, RCA board chairman, as the ultimate development of the radio art.

Speaking at a luncheon session of the Radio Executives Club of New York which commemorated the 50th anniversary of the first trans-Atlantic wireless communication, Gen. Sarnoff noted the development of the radio art and science from the early ship-to-shore stage through point-to-point, nation-to-nation, continent-to-continent and then to round-the-world transmissions. Then, he said, came the stage of mass communications, enabling one individual to address his words simultaneously to millions of listeners. Television is now adding sight to sound in mass communications.

But, Gen. Sarnoff declared, "the destiny of radio will not have been fulfilled until there is the final step of person-to-person communication. Communications ought to be as much a part of a person as his watch or his wallet. . . . He should be able to communicate with anyone at any place in the world. And when there is no answer it will mean that the person being called is either dead or drunk."

Envisaging how such a system would work, Gen. Sarnoff said that each individual would have his own frequency as he now has his own telephone number. Not much power would be needed, he pointed out, as no one would be very far from a "radio highway" which would channel his message to any point in the world.

Notes Miniature Tubes

Recent developments of miniature tubes and of transitors no bigger than the head of a pin are a big step toward the achievement of person-to-person radio, Gen. Sarnoff said. The idea, strange as it may seem to a layman, is "not at all fantastic," he said, to those who have watched and worked with the development of radio communications during the past 45 years as he has.

Before he spoke, Gen. Sarnoff reproduced the early trans-Atlantic signal, the letter "S" which Senator Marconi received Dec 12, 1901, in Newfoundland, after its transmission across 1,800 miles of ocean from England. The reproduction improved on the original, however, by traveling around the world after he had tapped it out and before it was heard in the starlight roof of the Waldorf-Astoria Hotel where the REC luncheon was held. He also held a radio-telephone conversation with the Marchessa Marconi, widow of the late inventor, and her daughter, in Rome.

Major portion of Gen. Sarnoff's informal talk, delivered without manuscript or notes, was in a reminiscent vein, dealing with his association with Senator Marconi from the early days when he was Marconi's office boy and one of his main duties was delivering candy and other gifts to Marconi's girl friends in New York "and he had quite a few in those days."

Marconi was a very extraordinary man, Gen. Sarnoff said, "modest, very quiet and very uncommunicative except to his intimates. . . . He was not much of a talker but a very profound thinker." Marconi was never greatly interested in the apparatus at the ends of the radio circuits "and never much of an expert at handling that apparatus," he reported, "but he was deeply concerned with what happened between the transmitter and the receiver."

Relating an incident from about 1925, when Gen. Sarnoff from the Marconi yacht, off the Coast of England, had succeeded in talking by radio to Australia, he said that in discussing it later Senator Marconi said: "You know, I understand how this works, but before I die there's just one thing I'd like to know and that's why it works."

"He died without knowing and I—and a number of others—live without knowing why to this day," Gen. Sarnoff stated.

film report

AT COST of more than $200,000, **Jerry Fairbanks Productions**, Hollywood, has acquired from NBC-TV all rights to more than 260 TV films the production firm originally made for the network.

The purchase includes 195 five-minute animated *Crusader Rabbit*, 26 *Public Prosecutor*, 26 *Going Places With Uncle George* and 13 *Jackson and Jill* comedies. Four packages are to be re-edited.

Return to Fairbanks of the films makes the firm's stockpile of television programs largest in the industry, the company reports. It now has more than 500 television programs for syndication.

—Comic strip *Terry and the Pirates* is being translated for television by script writers **Arthur Pearson, Norman Hall** and **Barney Sarecky, Odyssey Pictures**, Los Angeles, announced.

First 26 half-hour programs will go into production early in January. Casting is underway in Hollywood, directed by Mr. Sarecky, who will be in charge of production for Odyssey.

—Television distribution rights for 42 Ruby Film Co. firms have been secured by **Sterling Television Co.**, New York.

Films range in length and type from 10-minute shorts to half-hour documentaries and featurettes on variety of subjects including travelogues of major European and Eastern countries, and unusual occupations and hobbies.

Production and Sales . . .

COMMODORE PRODUCTIONS, Los Angeles, has signed **Clyde Beatty** for series of 26 half-hour films to shoot at General Service Studios, Hollywood. The adventure stories will be filmed in color and production schedule calls for 2 pictures weekly. **Shirley Thomas**, associate producer, produces the Beatty Mutual network radio series. **George Blair** directs and story teller is **Bill Heath. Stanley Farrar** has been signed to play Mr. Beatty's friend in the series.

* * *

SCREEN TELEVIDEO PRODUCTIONS, Hollywood, *Electric Theatre* weekly television film series, begins Jan. 28 on 35 stations, sponsored by the local power companies in each of the areas. Contract calls for 39 half-hour films with option for 52. Each script is complete in itself, varying from comedy to drama. **Gil Ralston** produces, **Arthur Ripley** directs and **Rudy Abel** is production manager.

* * *

JERRY FAIRBANKS PRODUCTIONS, Hollywood, to shoot *America for Me*, special television, theatrical, and commercial film, for **Greyhound**, to be filmed in technicolor for theatrical and commercial release and printed in black and white for television. Half-hour film planned for TV and commercial release.

* * *

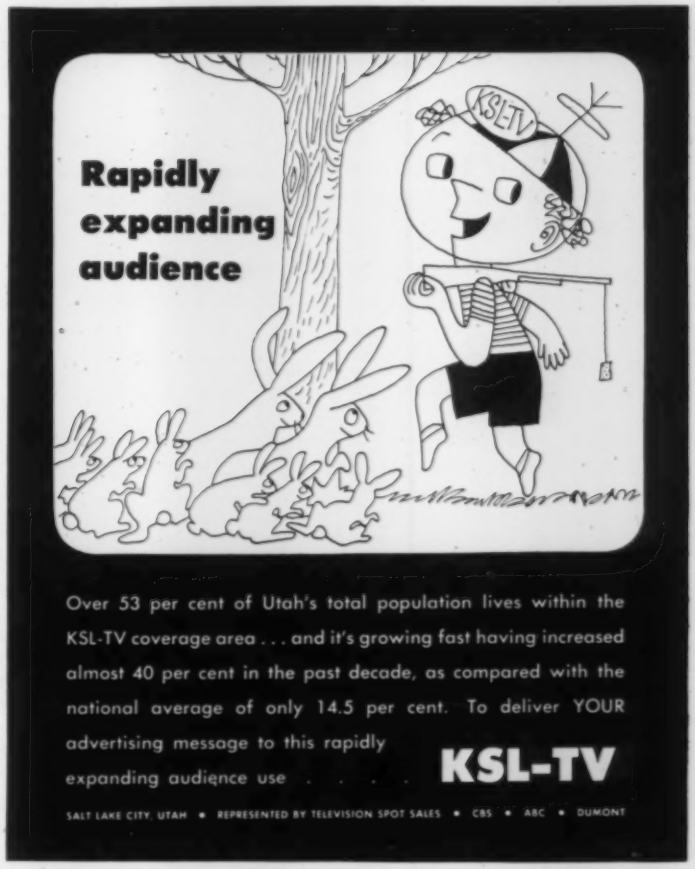
SARRA Inc., Chicago, has completed a new series of film spots for **Jules Montenier's** (Stopette) *What's My Line?* on CBS-TV. One minute commercials are keyed to the show theme, and were supervised by **Mrs. Florence Murdoch**, account executive at the Earle Ludgin agency.

SIGHT-SOUND TAPE

Ready January '53

NEW magnetic tape recording system that will take sight and sound at the same time, now being developed by electronics division of Bing Crosby Enterprises, will be available commercially by January 1953 [B•T, Nov. 19].

Frank Healey, executive director of the electronics division, while admitting there still are some "bugs" to be worked out, said demonstrations of the new process will be held in New York and Hollywood next June.


Rapidly expanding audience
KSL-TV
Over 53 per cent of Utah's total population lives within the KSL-TV coverage area . . . and it's growing fast having increased almost 40 per cent in the past decade, as compared with the national average of only 14.5 per cent. To deliver YOUR advertising message to this rapidly expanding audience use . . . . .
KSL-TV
SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

Network TV

(Continued from page 46)

Theatre, sponsored by The Celanese Corp., and *Pulitzer Prize Playhouse*, sponsored by Frigidaire Division of General Motors Corp. These quality programs captured the imagination and tribute of the public and critics as well. The coming year will see the creation of other programs of equal caliber.

"Television is at its triumphant threshold."

J. L. Van Volkenburg, President, CBS Television:

"I believe 1952 will see television operations assuming the proportions they're likely to maintain for the next several years. Already we can clearly see that the "shakedown cruise" is over, and that television is emerging as a full-scale, year-round, fully national medium.

"With the opening of transcontinental facilities during 1951, plus the indications that 1952 will see a lifting of the freeze on new station construction, television becomes for the first time an advertising force that is able to make a formidable competitive challenge to other media. At this moment, the cost-per-thousand figures for CBS Television have already shown the sharp downward trend that puts us squarely in the competitive media picture. Already, there is abundant evidence that television can more than pay it way; that its admittedly high costs can be more than offset by its tremendous advertising effectiveness, and by its continually growing and almost incredibly loyal and enthusiastic audience.

"The big news in 1951, in my view, covered two areas which we'll see greatly expanded in '52: daytime television's growth and success, which we prophesied last year, and the astonishing track record of summer television, which I believe none of us could have forecast so optimistically.

"The success of summer television—the almost negligible drop in viewing, the record of many advertisers who actually won larger audiences at lower costs than ever before—brings us to the realization that the old word "hiatus" seems to be fading out of television's dictionary. Television proved itself in 1951 as a year-round selling medium; and I am convinced that 1952 will see many more advertisers remaining on the air throughout the summer, either with their winter show or with a top-flight substitution. For one thing the 1951 season proved was that advertisers could not sell summer viewers short—there were just too many of them!"

Chris J. Witting, Director and General Manager, DuMont Television Network:

"Encouraged by an 117% increase in broadcast revenue during 1951 [including network and owned-stations billings] and in confident anticipation of a further step up in business during the next 12 months, the DuMont Television Network is pressing a many faced program of development.

"The growing cost-consciousness on the part of sponsors and potential sponsors, the expressed authoritative questioning as to whether TV is pricing itself out of reach of enterprises whose support is essential to its development comes as no surprise to DuMont. From the first we have insisted that TV must sell competitively, that its cost per thousand must be in line with the cost of other mass media. So, during 1951, we have maintained our policy of featuring programs which, while low in cost, were capable of building substantial, loyal audiences.

"In fact, when we read about $100,000 night time programs and note the very substantial number of shows calling for $25,000 to $50,000 a week in talent costs alone, as well as $35,000 daytime offerings, we are proud of the fact that we have translated our 'low cost of production' philosophy so effectively into this medium—and achieved such records for our sponsors.

"We are confident that our record in this area is largely responsible for the increase of broadcasting revenues from approximately $6,000,000 last year to an anticipated $13,000,000 of broadcasting revenues for 1951, and for the servicing of 35 network accounts in 1951 as against 26 in the previous year.

"We are currently effecting plans on several fronts to enhance and support our ability to build audiences at low cost.

Facilities Expanding

In the first place, we are rushing work on our major construction project, the new DuMont multi-million dollar television center at 205 East 67th Street, Manhattan, as well as on new studio facilities for our Washington station, WTTG (TV). The New York project is being now expedited in the hope that we may have the first of its five studios in operation by early Spring, the rest by mid-year. Aside from localizing all of our programming, production, teletranscription and engineering activities under one roof, with its attendant efficiencies and economics, this center will also embrace many 'in-built' money-saving production features, which will be reflected immediately on program costs. . .

"The growing attractiveness of public service programs emanating from the nation's capital, has dictated the wisdom of tripling WTTG's space, and this construction project will give us two new and modern studios in Washington during the early spring.

"The fresh and lively wit developed by the panel of midwesterners in our Chicago program *Down You Go*, has become increasingly popular throughout the network, brilliantly pointing up the potential for wide diversification in programming. We are now setting up a central division of the network, primarily to realize more of that potential in the Chicago area. . . .

"Similarly, the abundance of talent and producing ability in Eastern cities outside New York, has been exemplified by such programs as *Johns Hopkins Science Review*, produced by WAAM (TV) Baltimore, and winner of several more awards and citations this year. To take further advantage of such affiliate resources [we plan] . . . also to originate some programs in studios being built by our Philadelphia affiliate, WFIL-TV. . .

New York Election

"Television's performance in the field of 'electronic journalism' has won it great applause during 1951—given New York city a new president of City Council, in fact. With a most significant national campaign coming up this fall, the medium will be called on to do a job in the public service second to none in its history. . . .

"Films have proved highly attractive both as audience builders and revenue producers. We have, therefore, just set up a department whose purpose it will be to scour not only Hollywood but world producing centers to sign the best available footage of feature films and to work with the most imaginative and capable of the group of venturesome young organizations producing exclusively for TV. This production we will make available to affiliates on an economical dependable basis. . .

"During 1951, DuMont, following its established policy of pioneering, took two moves to assure top sports events on home screens. Facing an organized effort on the part of moving picture theatre owners to wrap up major sports events and limit their presentation to theatre audience, the DuMont Television Network, acting on its own initiative, organized a group of television receiver manufacturers to underwrite the Ezzard Charles-Joe Walcott fight at Pittsburgh, establishing a pattern which others have since sought to emulate and which DuMont itself plans to utilize as the occasion warrants in the future.

"So, too, faced with the NCAA ban on the telecasting of college football this fall, DuMont, which introduced this gridiron classic to video with its coverage of the Notre Dame home schedules during the last two seasons, fared forth and introduced National Professional League football—then found it drawing ratings, city for city, in excess of the college variety. . ."

Sylvester L. Weaver, Jr., Vice President in Charge of Television, NBC:

"The title of our newest and greatest television venture for 1952 is *Today*, but the pattern of the minds and dreams of all of us in NBC television is based on an even more exciting concept, "Tomorrow."

"A year ends, another begins—another Tomorrow—so let me focus your attention on the potential of NBC television in this immediate Tomorrow. The advent of the program *Today* will key the tenor of NBC television in 1952. With it and the other new morning network programming we have announced, we will bring to the public the initial concrete realization of the tremendous responsibility that is the burden of those of us in television—the stewardship of the greatest mechanism to influence men and mores that has ever existed.

"At NBC we expect, through the presentation of great entertainment for diversion, to keep our channel the hot channel which most people watch most of the time, with our cultural and information material handled with skill and showmanship. We will present the constant procession of events, both political and entertaining, wherein the viewer will look out on his own world and see most of it without leaving his home.

"The anxious and fearful period of history in which we live deserves the best from the men entrusted with the American air. The best is what we intend to deliver."

THEATRE TV

Seek Exclusive Channels

EXCLUSIVE frequencies for theatre TV are desired by the motion picture industry, not any on a shared basis. That point was made by Motion Picture Assn. of America, Theatre Owners of America and National Exhibitors Theatre Television Committee in a joint comment filed with FCC last week on 20th Century-Fox's petition of last September to enlarge issues in the theatre-TV hearing [B•T, Sept. 17].

Agreeing with 20th Century that the FCC should consider, as one of several alternatives, use of industrial radio service wavelengths for theatre TV, motion picture groups stressed that: "Exclusive frequencies are necessary if a truly competitive, nationwide theatre-television service is to be established, because of the inevitable expansion and growth of the service."

"It may not be possible, however, to offer to the public the full benefits of these achievements on a competitive, nationwide basis," the statement declared, "if exclusive channels of sufficient band width are not allocated to theatre television."

Arguing against shared use of industrial radio service frequencies, the motion picture group suggested that the Commission look into the setting up of an exclusive theatre TV band as part of the industrial radio service.

Theatre TV hearing is scheduled to begin Feb. 25.

TV Station

(Continued from page 46)

ions will be viewed by more people han will vote in the November lections.

On the West Coast there is equal ptimism. A veteran radio and TV xecutive, **Philip G. Lasky**, KPIX TV) San Francisco, after observ- ng that business in the area looks ood, added, "Television-wise, this arket is still growing, in view of he fact that the set penetration is till hovering around 30%, and this hould result in greater interest by ocal advertisers. KPIX will have operation its large, especially- uilt television studio plant, pro- iding for the first time extensive nd adequate live-production facil- ies for this community; this fac- r is expected to stimulate pro- ram production."

Another fast-growing TV area is lbuquerque, according to **George ohnson**, KOB-TV. He said the arket is growing fast, with bank earings 8% over 1950. "Televi- on advertising in Albuquerque ontinues to attract and hold a ore diverse list of accounts," he dded.

MENEFEE CASE

Record Kept Open

ECORD was kept open until Jan. , 1952, for submission of char- ter witness testimony by Henry . Menefee, 24-year-old war vet- ran whose radio telephone and mateur radio license was revoked y the FCC last May for allegedly perating an unlicensed TV station Madisonville, Tex.

Mr. Menefee explained to Comr. eorge E. Sterling, who heard the ase in Houston two weeks ago [B•T, Nov. 26], that he had been old by the two principals in the roposition that "everything had een taken care of" regarding FCC uthority to operate the booster V station, 90 miles from Houston. he booster was put into operation icking up programs from KPRC- V in Houston in order to sell TV ets in Madisonville.

Last September, the Federal rand Jury in Houston refused to ndict the three principals involved -L. W. Peay and J. H. Roberts, n addition to Mr. Menefee. Mr. lenefee was the only one of the hree over whom FCC had juris- iction.

Nielsen Set Survey

UPPORTING Foote, Cone & elding research showing heaviest adio listeners to be first pur- hasers of TV sets [B•T, Dec. 17], . C. Nielsen Co. reports that a ew study of homes in metropolitan reas showed that, before televi- ion, 50% of the homes account or 71% of the total radio listen- ng, with the other half responsible or only 29%. Of the "heavy" roup, Nielsen states, 63% have ought TV sets, while only 50% f the "light" group have done so.

Mr. Jett Mr. Lord Mr. Johnson Mr. Lasky Mr. Sholis

VOA TV SEEN

As New U. S. Venture

EXPANSION of the State Dept.'s broadcasting operations, with primary emphasis on TV services for foreign countries, arose as a fresh possibility last week.

While State Dept. authorities declined comment on a report that an autonomous television division would formally be set up as a counterpart or branch of the Voice of America, there were indications that video operations will be accelerated in the forthcoming year.

The department's motion picture section has been cooperating with the International Broadcasting Division on preparation of films and kinescopes for distribution to those nations overseas which maintain TV operations.

A second straw in the wind is the work which has been undertaken by Richard Hubbell, former CBS executive now serving as consultant to IBD in New York. Mr. Hubbell reportedly has been drawing up a blueprint for a TV section since last spring.

Under the coordinating unit authorized by Edward W. Barrett, Assistant Secretary of State for Public Affairs, members of both IBD and IMP (International Motion Picture Division) have collaborated on film and kinescope production. IMP prepares condensed film programs which may be used on TV; IBD handles kinescope production. The points are designed to combat communist propaganda.

The project has been operating on a limited basis thus far, but there is hope that the films and kinescopes eventually may be channeled into all European TV countries and South America, which already is receiving some output.

Theatre Video

MORE than 50 motion picture theatres are now equipped or are being equipped with RCA theatre TV systems, M. F. Bennett, sales manager of RCA theatre equipment, said last week. During 1951 RCA put its Model PT-100 instantaneous system on a factory production schedule at Camden, while manufacture of the special high-voltage projection kinescope which is the heart of the system was moved from the laboratory to RCA tube plant at Lancaster, Pa.

FILM PAY DISPUTE

SWG Plans to Act

FOLLOWING up complaints that various producers are releasing for theatrical showing films reportedly made for television, Screen Writers Guild last week announced it would take action in securing adjustments in fees of its writers signed by such producers.

Scales paid writers for television films are considerably less than those for theatrical films.

One producer, whose name was withheld, will be called for a hearing before the SWG grievance committee after the first of the year. SWG commented that it has all facts needed for prosecution.

Failure of this producer or any other producer to pay the difference between the television and the theatrical film fee will be considered in violation of SWG's basic contract and will result in such producers being put on the unfair list.

Guild minimum for a half-hour TV film show is $500; that for writers of theatrical films costing under $100,000 is $2,000.

On another front, SWG is still marking time awaiting start of contract negotiations with the Alliance of Television Film Producers.

The guild has accused the producers' group of stalling and hinted a strike might be used against the producers to "persuade" them to meet with the guild [B•T, Dec. 17].

FILM PRODUCERS

Pacts Effective Jan. 1

CASTING aside concessions made earlier to television film producers. Screen Directors Guild last week notified producers that as of Jan. 1 standard motion picture contracts will go into effect. Later contract calls for payment to directors of $420 minimum per film. Assistant directors would get completion of assignment pay plus vacation pay, not received under present setup.

The guild previously requested that TV producers start negotiations with them within next 30 days on contract designed especially for TV films. Guild also is drawing up separate television contracts for major and independent motion picture producers.

Under concessions made over year ago directors of TV films are permitted to make unlimited number of films at $420 weekly minimum.

HOW TIME FLIES

It seems like only a matter of months since WHEN television began serving Central New York. But, on December 1st, we celebrated our third birthday.

AMAZING HOW TIME FLIES, ISN'T IT?

And speaking of how time flies, that's exactly what's happening at WHEN.

Choice time periods are flying to progressive time buyers using WHEN television.

•

WHEN is the only TV station in Central New York with complete studio and remote facilities.

•

WHEN is now serving Syracuse and Central New York with outstanding programs from morning 'til midnight, seven days a week.

•

SEE YOUR NEAREST KATZ AGENCY MAN and say . . .

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

OWNED BY THE

MEREDITH PUBLISHING CO.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are

192,500

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6

"First in Indiana"

telestatus

NAEB Releases Los Angeles Survey

(Report 195)

TIMED to coincide with FCC consideration of television channel allocations, the National Assn. of Educational Broadcasters has released results of a study of TV programming in Los Angeles.

The study embraced programming of eight Los Angeles video outlets May 23-29. A similar study was made in New York last January [B•T, Jan. 29].

Advertising of all kinds, including both direct sales and background advertisements, occupied 19.3% of the total air time or almost one minute in five, the study said. This excluded special event reports of a Buena Park kidnapping, it was explained. Including the special event time, total ad time amounted to nearly 18% or one in six minutes, the report stated.

"The different stations varied substantially" as to time devoted to commercials, the report explained, with one station "giving 26% of its time to advertising as compared to approximately 14%" for another.

The study said the "greatest proportion of time given to advertising was in the domestic-hours [sign-on to 5 p.m.], closely followed by the adult-hours [7-11 p.m.]. Both of these periods devoted approximately one-fifth of their time to advertising; the proportion of domestic-hours rises to one-fourth if the Buena Park broadcasts are excluded."

The study disclosed that 26% of the total program time was devoted to adult drama programs. In all, one-third of the time available was devoted to drama, more than 90% of which took the form of motion pictures and other recorded material.

The next largest single portion of the week was devoted to domestic programs (16%). This category included telecasts on cooking, shopping, personal care, variety program for housewives and similar presentations.

News reports accounted for 12% of the program time total, of which an 8% portion was devoted to special telecasts by two Los Angeles stations in connection with the Buena Park kidnapping which shortly preceded the test week.

Children's programs and variety programs for general audiences each accounted for 10%. Music took 6% of the programming.

Entitled Study No. 2, the television monitoring survey was directed by Prof. Dallas W. Smythe, Institute of Communications Research, U. of Illinois, and Prof. Angus Campbell, director, Survey Research Center, U. of Michigan. Prof. Smythe is a former assistant chief accountant and chief of the economics and statistics branch of FCC.

According to George E. Probst, chairman, Committee to Supervise Monitoring Studies, "the NAEB is making these studies because of its interest in serving the entire broadcasting industry, the FCC and the public by increasing the knowledge of current television programming."

Other members of the committee were listed as Richard Hull, director, WOI-AM-FM-TV Ames, Iowa; Harold McCarty, director, WHA Madison, Wis.; Parker Wheatley, general manager, WGBH (FM) Boston, and NAEB President Seymour N. Siegel.

WTVJ (TV) Issues Rate Card No. 7

WTVJ (TV) Miami last week announced Rate Card No. 7, effective Jan. 1. The new card reflects a 9.1% increase in that the hourly time charge will be raised from $500 to $600, WTVJ added.

Weekly Television Summary— December 24, 1951—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	12,100
Ames	WOI-TV	73,441
Atlanta	WAGA-TV, WSB-TV WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	350,304
Binghamton	WNBF-TV	47,200
Birmingham	WAFM-TV, WBRC-TV	70,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	832,670
Buffalo	WBEN-TV	241,005
Charlotte	WBTV	106,158
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,027,738
Cincinnati	WCPO-TV, WKRC-TV, WLWT	310,000
Cleveland	WEWS, WNBK, WXEL	547,790
Columbus	WBNS-TV, WLWC, WTVN	191,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	145,412
Davenport	WOC-TV	74,014
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	220,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	80,379
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	145,412
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	89,138
Houston	KPRC-TV	107,500
Huntington-Charleston	WSAZ-TV	63,167
Indianapolis	WFBM-TV	192,500
Jacksonville	WMBR-TV	46,000
Johnstown	WJAC-TV	126,500
Kalamazoo-Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	170,457
Lancaster	WGAL-TV	123,055
Lansing	WJIM-TV	70,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	114,663
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	108,780
Miami	WTVJ	93,800
Milwaukee	WTMJ-TV	298,112
Minn.-St. Paul	KSTP-TV, WTCN-TV	298,300
Nashville	WSM-TV	48,369
New Haven	WNHC-TV	212,000
New Orleans	WDSU-TV	72,643
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,000
Newark	WATV	
Norfolk	WTAR-TV	91,191
Oklahoma City	WKY-TV	108,278
Omaha	KMTV, WOW-TV	109,166
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	970,800
Phoenix	KPHO-TV	47,190
Pittsburgh	WDTV	342,390
Providence	WJAR-TV	180,000
Richmond	WTVR	95,877
Rochester	WHAM-TV	98,120
Rock Island	WHBF-TV	74,014
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	64,600
San Antonio	KEYL, WOAI-TV	59,862
San Diego	KFMB-TV	119,500
San Francisco	KGO-TV, KPIX, KRON-TV	267,500
Schenectady-Albany-Troy	WRGB	187,200
Seattle	KING-TV	107,200
St. Louis	KSD-TV	348,800
Syracuse	WHEN, WSYR-TV	143,694
Toledo	WSPD-TV	127,800
Tulsa	KOTV	89,263
Utica-Rome	WKTV	68,800
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	312,100
Wilmington	WDEL-TV	87,276

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 14,872,000

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

WMAR-TV
BALTIMORE SAYS
Merry Christmas

WITH ITS
1244TH and 1245TH
(BACK TO BACK)
REMOTES

FROM OLD ST. PAUL'S — Baltimore's Christmas tradition in Television has come to include the famous service from Old St. Paul's, in the heart of the city. The magnificent music and colorful worship service are televised from 11 P.M. to Midnight . . .

FROM THE BALTIMORE CATHEDRAL — At Midnight, the Hour of the Advent, the scene changes to the Baltimore Cathedral—America's Primal Catholic See, known formally as the Basilica of the Assumption and Prince of Peace. The Solemn Pontifical High Mass, with the memorable singing of the St. Mary's Seminarians, runs to its conclusion . . .

TWO FULLY EQUIPPED MOBILE UNITS!

These back-to-back remotes are possible only through WMAR-TV's twin mobile units. Each is self-contained, and can originate a telecast from almost any point within 25 miles of the city. The equipment includes five field cameras, three micro-wave transmitters and receivers, Zoomar and Reflectar lenses, gasoline-driven power supplies, and associated necessary equipment.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV
★ CHANNEL 2 ★

Represented by **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

FCC OUTLOOK

TV Processing Hinges On Staff—Comr. Walker

By COMR. PAUL A. WALKER
Acting Chairman, FCC

AMERICAN radio has reason to be proud. Today there are 2,401 AM, 653 FM and 108 TV stations authorized to operate in the U. S., not to mention about 1,500 other types of broadcast stations.

It has been estimated that there are more than 100 million AM, FM and TV receivers in the hands of the public, of which almost 15 million are TV receivers.

Comr. Walker

Common carrier microwave telephone and video relay facilities now operate on a coast-to-coast basis. Applications have been authorized or are pending for such facilities on new routes or to supplement existing routes totaling 27,500 channel miles, costing $32.4 million.

Certainly, no other country can approach these remarkable electronic achievements.

Despite all this, there still are vast areas of the country without any TV or FM reception and where AM service is grossly inadequate. It has been estimated roughly that 22 million of our people are dependent upon nighttime sky wave signals of clear channel stations for their only radio service.

The Commission will continue to be concerned with the problem of achieving maximum utilization of AM and FM facilities to the end that improved service to all the people will be realized. It is particularly important that none of the gains achieved in the FM field be lost and that every effort be made to give impetus to this superior type of broadcasting.

During recent months the Commission and its staff have been devoting a great deal of energy and time to the work of completing the television assignment proceeding. A sizable task force has been and is at present working diligently with the Commission to the end that the job may be soon completed and the television freeze lifted during the early part of 1952.

Following the lifting of the freeze, there will be a period allowed for the filing of new applications. The speed with which these TV applications are processed and new stations authorized will depend mainly upon the supply of manpower available to the Commission to meet its increasingly heavy work load.

Obviously, additional personnel will be required if the large number of applications are to be handled promptly and a sizable number of new TV stations are to be operating in the near future.

A recent development which holds promise for 1952 is the adoption by the NARTB of the TV programming code. This represents a constructive effort on the part of industry to provide program service that is more responsive to the needs and wishes of the people. It is hoped that other cooperative efforts on the part of the industry and the public will be made in 1952 to raise the quality of broadcast service in the country.

Cites Defense Needs

The primary concern of all in the days immediately ahead is that our defense needs be met promptly and effectively. This will require concerted efforts and sacrifices on the part of the government, the broadcast industry and the general public. Obviously, more defense weapons mean fewer new transmitters and receivers. But in so far as defense needs will permit, we should strive cooperatively to extend and improve broadcasting operations to the end that we achieve "the larger and more effective use of radio in the public interest."

1952 may well be one of the eventful years in the history of radio and television. Certainly greater demands than ever before will be made upon them. With a rapidly developing defense program, with national elections in the offing and with a reasonable prospect of further development of broadcast facilities, radio and television will be called upon to play an increasingly greater and more crucially important part in the life of the nation.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

POW Reports

(Continues from page 30)

out the day. First names were carried by ABC Radio on an 8 p.m. bulletin, shortly after they were released, with subsequent reports carried at 10 and 11 p.m. At midnight, the network gave over its facilities to the listing and, after a prayer by Dr. Charles Trexl of the United Lutheran Church executive board, names were read until they were all listed at 5:36 a.m. Lists, flown by UN planes to Tokyo, were relayed to ABC Radio and TV news departments in New York by wire.

NBC Radio attention was turned to prisoners of war with the regular Ray Sherer broadcast Tuesday afternoon, when release of names was expected to occur shortly. Names from Tokyo were read upon receipt, and were repeated—with additional stations—as soon as verification had been established in Washington. NBC Radio rebroadcast the complete listing at 1 p.m. Wednesday, after full checking had been finished.

Names Unchecked

Decision by Mutual not to broadcast specific names was made on the basis that the names, originating from Communist sources, were unchecked. Prisoners also were listed without reference to state or local community, initially, and, subsequently, in unordered manner that made for poor broadcasting material, it was felt. MBS spokesmen explained the third reason was that errors in names or other misleading information would only raise false hopes for the families involved. MBS newscasters notified listeners of up-to-the-minute progress in the listing and covered all general news points without actually naming prisoners. Affiliated stations were provided with specific information immediately after it was available, however, so operators there could answer questions phoned in locally.

NBC Television contacted 43 affiliates who cleared their schedules and were open for listing from 11 p.m. EST on, giving literally national coverage to prisoner reports until signoff at 5:10 a.m. Newsman Ed Schneider and mobile TV units were stationed in the Pentagon news room to provide immediate announcements once names were officially released.

CBS TV extended signoff time six hours beyond the usual network schedule. Coverage started at 7:2[illegible] p.m. when John Shafer on the *News With Douglas Edwards* program switched to Walter Cronkite in Washington for reading of first names. A telephone interview with Mrs. William F. Dean, wife of the captive major general, was carried on the same program.

After another program interruption at 7:47 p.m., CBS TV cancelled all regularly scheduled shows and started coast-to-coast telecasting with names shown on screen in large-size type as they were announced. Scenes of the Pentagon, where name-checking was done, were shown from a special film report prepared by Joe Wershba of the *See It Now* series, and Mr. Cronkite in Washington mapped locations of Korean prisoner of war camps.

ABC-TV assigned Dorian St. George and Bill Watson to manage their coverage, which became continuous from 11:30 p.m. until 2:03 p.m. EST, when the network signed off after telecasting all names available at that point.

The DuMont Network broke into programs throughout the evening to announce all names as they were released. Rather than show names on the screen, however, DuMont telecast filmed reaction shots.

BROKAW MOVES

Returns to Raymer-N. Y.

RETURN of Fred Brokaw to the New York office of the Paul H. Raymer Co. as executive vice president in direct charge of all AM operations was announced last week by Paul H. Raymer, president of the station representative company.

Mr. Brokaw

Mr. Brokaw has directed the midwest and West Coast operations of the company for the past 25 years, died Dec. 17 at his home in Upper Mont-

Vice President Gar Packard remains as general manager of the Chicago office.

Mr. Brokaw joined the Raymer organization in 1933 and became a partner a short time later.

James J. Van Dyk

JAMES J. VAN DYK, 56, actor for the past 25 years, died Dec. 17 at his home in Upper Montclair, N. J. He had been on location earlier in day in Connecticut, where he was playing an American consul in *Philco Playhouse's* film version of the Robert Vogeler imprisonment in Hungary. A veteran of the stage, films, radio, and TV, Mr. Van Dyk had made appearances on *Armstrong Circle* and *Chevrolet Theatres*, the Robert Montgomery show, and *Studio One* in TV and in such radio dramas as *Gangbusters* and *Mr. District Attorney*.

TV-RADIO BUILDING *Total Exceeds $13,000,000*

GOVERNMENT production authorities last week issued a compilation of grants, denials and exemptions covering over $13 million worth of radio-TV construction or remodeling projects.

Radio-TV broadcasters fared well in total dollar value of projects for which they sought materials for the first quarter of 1952. But the denials far exceed the grants in point of individual applicants, pointing up the government's oft-repeated warning that construction would tighten with the advent of the new year.

Projects valued at $9,820,000 drew good tidings for three major applicants—Allen B. DuMont Labs, New York; WCAU Inc. (WCAU-AM-FM-TV Philadelphia, Pa.), and CBS Television in Hollywood, Calif.

Rejections amounted to $3,164,-214 for upwards of 15 radio-TV petitioners, while another $130,500 was recorded for NBC Inc., exempted from construction filing on one of a series of bids.

The list was issued by the National Production Authority on the basis of decisions reached by its Construction Controls Division. They reflect actions taken through Nov. 30 for materials to be allotted during the January-April period of 1952. In some instances, the projects are a repetition of dollar evaluations reported on 1951 fourth quarter lists, though the new list reflects decisions governing the new quarter.

DuMont was allotted controlled materials (steel, copper and aluminum) for a TV studio project at WABD (TV) (New York) costing $1,750,000. The company had been rejected in a similar bid for authorization in the present quarter [B•T, Oct. 15].

WCAU Inc. was given permission to make alterations on both radio and television equipment, presumably at point of transmitters. Location was Lower Marion Township and amount of project was placed at $2,740,000.

CBS was assured of a first-quarter allocation to continue work on its $5,330,000 Gilmore Stadium TV studios, which also received fourth-quarter materials. Applicant is Vine St. Realty Corp., Los Angeles.

NBC Is Exempted

Exempted from NPA jurisdiction on projects was NBC Inc., which had sought permission to remodel radio and video facilities in New York and Brooklyn, N. Y. Total estimated value was $130,-500 comprising sums of $92,000, $30,000 and $8,500.

NBC was turned down, however, on two other TV projects for the same cities for amounts totaling $190,000, and for a $67,000 Hollywood studio project (see adjoining story). NBC-TV had received approval during the fourth quarter for allotments covering TV studio and film projection projects in New York and Chicago. Network had received materials on construction changes evaluated at $275,000, $40,000, $108,000 and $229,000 [B•T, Sept. 24].

Permission to draw quotas of materials for first-quarter construction also was withheld from ABC, both in New York and San Francisco, for "administrative offices" and "radio-TV studios," respectively. Value of projects was $600,000 in each case. The network had received materials for San Francisco this past quarter.

List of denials for radio-TV cases, complete with applicant, station, location, project description and estimated value, follows:

- WHEC Inc. (WHEC Rochester, N. Y.), "broadcasting station," $419,023.
- Clark Associates Inc. (WNBF-TV Binghamton, N. Y.), "office and TV studios," $300,000.
- Rock City Broadcasters—M. R. & Arthur Feldman—WLFH, Little Falls, N. Y., "radio station," $11,000.
- Eastern Radio Corp., (WHUM Reading, Pa.)—applicant for experimental TV station filed with FCC Aug. 15, 1951 "TV station tower," (to be located near Summit, Pa.), $125,000. (Eastern had received materials for fourth quarter. Also is applicant for commercial TV station in Reading on Channel 5.)
- Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTV (TV) Charlotte, N. C.), "addition to radio station," $145,515.
- Review Publishing Co. (WFAH (FM) Alliance, Ohio), "radio towers," $50,000.
- The Journal Co. (WTMJ-AM-TV Milwaukee, Wis.), TV tower, $307,936.
- Desert Television Co., Las Vegas, Nev. (applicant for new commercial TV station, filed with FCC April 10, 1951, on Channel 13 in Las Vegas), "TV station," $173,940.

NPA also denied material allotments for an applicant described as "Rockefeller Center Inc., New York," which was earmarked for "remodeling of TV station." Estimates were $85,000 and $90,000.

Theatre TV apparently arose in the form of a bid denied RKO Keith Orpheum Theatres Inc., New York, for steel, copper and aluminum. Firm had applied for materials ($135,000) for a "TV station" but it was presumed that the project involved installation of equipment for theatre telecasts.

A similar doubt was posed by a request from Anco Enterprises Inc., New York, for a project of costing $21,000 involving the wiring of certain equipment. Anco was exempted. The project was described as "television broadcasting." FCC's Television License Section reported no record of a commercial or experimental TV applicant or licensee so named.

CUBAN VIDEO

Network Operation Nears

FIRST TV network in Latin America will be inaugurated next month, when Goar Mestre's Circuito CMQ S. A. begins feeding a five-station network in Cuba.

Network will consist of CMQ-TV Havana, and Mestre-owned stations in Matanzas, Santa Clara, Camaguey, Santiago de Cuba. The Matanzas station will rebroadcast Havana originations, but the other stations will be fed via kinescopes. Already completed are the Havana and Camaguey stations. By the end of December the Matanzas and Santa Clara stations will be operative. The Santiago de Cuba station will be in operation by the end of January.

Cost of the stations will be over $2 million; network operations will add $1½ million to this sum.

Details of the five stations are as follows:

Havana—Channel 6, 20.5 kw rated power, 385 ft. antenna height above sea level, RCA transmitter.

Matanzas—Channel 9, 3.4 kw rated power, 760 ft. antenna height above sea level, DuMont transmitter.

Santa Clara—Channel 7, 19 kw rated power, 1,020 ft. antenna height above sea level, GE transmitter.

Camaguey—Channel 6, 2.5 kw rated power, 650 ft. antenna height above sea level, DuMont transmitter.

Santiago de Cuba—Channel 2, 16.5 kw radiated power, 1,760 ft. antenna height above sea level, GE transmitter.

CBS FILM SALE

Series for Sao Paulo

CBS TELEVISION Syndicated Sales last week announced its first foreign sale of *Holiday in Paris*, series of 13 half-hour TV musical-variety films starring Dolores Gray. Fred J. Mahlstedt, manager of CBS-TV Syndicated Sales, said the series was sold to Radio-Televisao Paulista whose new TV station in Sao Paulo, Brazil, is slated to stage its official opening on Dec. 24 with the first program in the *Holiday in Paris* series as one of the inaugural features.

CBS distribution operations were commenced approximately a year and a half ago as part of Radio Sales functions and more recently, since the separation of radio and TV, as part of CBS Radio Spot Sales. It is expected, however, that after the first of the year a completely independent unit will be established within the television division to handle these operations. Exact name to be given the new unit has not been decided.

NBC TV CENTER

Sees January Start

WITH building permit and materials clearance from National Production Authority in Washington expected by mid-January, NBC will break ground for its proposed new West Coast $25 million radio-TV center in Burbank, Calif., late next month, according to present plans.

NBC has earmarked around $2 million for the first unit of the project which will front on Alameda and California Sts., it was said.

What's he looking at?

Frank Coulter, Young & Rubicam, is looking at figures on how much was spent last year by a cigarette manufacturer . . .

***OR, he is looking at your advertisement in the* BROADCASTING Yearbook.**

October Gross

(Continued from page 25)

the largest users of radio network time in October, with toiletry advertising second, tobacco products third, drugs fourth and soaps and polishes fifth (Table III). For the 10-month January-through-October period, the top five, in descending order, were foods, toiletries, drugs, smoking materials and soaps and polishes. Same five were also the leaders in October 1950 and for January-October 1950, with foods consistently first and toiletries second and some variation in order of the other three classes.

General Foods Corp., New York, moving its thrice weekly sponsorship of *The Bert Parks Show* from NBC-TV to twice weekly on CBS-Television. 3:30-4 p.m., effective Jan. 14, although the program will be aired Monday, Wednesday and Friday. General Foods for its Jell-O, Swans Down cake mixes and Birdseye Frozen Foods will underwrite the latter two days, Wednesday and Friday. The Monday portion of the show will be available to a new sponsor. Young & Rubicam, New York, is agency for General Foods.

Big Brother Citations

BIG Brothers of America, voluntary agency for prevention and correction of delinquency among boys, last week announced that merit citations would be awarded to eight radio and advertising executives for service on the organization's public relations advisory committee. Those cited are:

Harry A. Batten, board chairman of N. W. Ayer & Son; Thomas D'arcy Brophy, board chairman of Kenyon & Eckhardt; H. L. McClinton, of Calkins & Holden, Carlock-McClinton & Smith; Donald W. Thornbaugh, president of WCAU-AM-FM-TV Philadelphia; Jerry Crowley, advertising and promotion manager of Metropolitan Life Insurance Co.; Norman W. Geare, president of Geare-Marston Inc.; Al Paul Lefton, of Al Paul Lefton Co., and Philip Klein of Philip Klein Adv. Agency Inc. Big Brother Week has been set for Jan. 6-13, and its support by advertisers and media has the approval of the Advertising Council.

TABLE III

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JANUARY-OCTOBER, 1951 COMPARED TO 1950

Product Group	1951 October	1951 Jan.-Oct.	1950 October	1950 Jan.-Oct.
Agriculture & Farming	$ 55,267	540,402	$ 58,278	$ 840,703
Apparel, Footwear & Access.	23,405	542,993	197,248	1,178,901
Automotive, Auto. Equip & Access.	376,507	3,490,103	338,818	4,255,376
Beer & Wine	202,072	2,838,427	255,710	2,165,174
Bldg. Materials, Equip & Fixtures	118,067	1,171,577	109,326	1,103,246
Confectionery & Soft Drinks	490,917	5,109,502	423,004	5,363,025
Consumer Services	236,631	2,309,329	190,037	1,580,105
Drugs & Remedies	1,853,707	18,631,385	2,119,147	20,263,449
Entertainment & Amusements	——	5,723	——	5,619
Foods & Food Prods.	3,701,193	35,446,392	3,917,790	37,086,543
Gasoline, Lubricants & Other Fuels	459,279	4,764,823	504,923	4,400,330
Horticulture	8,557	96,451	——	105,696
Household Equip. & Supplies	361,902	2,473,002	213,526	2,673,511
Household Furnishings	84,431	805,090	39,286	414,721
Industrial Materials	215,323	1,728,020	214,133	1,769,477
Insurance	289,355	2,677,033	220,231	2,374,[illegible]
Jewelry, Optical Goods & Cameras	91,422	964,763	201,103	1,234,[illegible]
Office Equip., Writing Supplies & Stationery	64,608	518,508	70,932	1,122,[illegible]
Political	——	——	121,255	147,[illegible]
Publishing & Media	28,094	297,712	15,860	634,[illegible]
Radios, TV Sets, Phonographs, Musical Instruments & Access.	212,199	2,356,038	146,662	824,[illegible]
Retail Stores & Direct by Mail	948	29,234	1,080	29,[illegible]
Smoking Materials	1,854,811	16,975,255	1,853,026	18,910,[illegible]
Soaps, Cleansers & Polishers	1,630,888	14,971,029	1,876,550	17,087,[illegible]
Sporting Goods & Toys	——	——	——	29,[illegible]
Toiletries & Toilet Goods	2,136,625	21,837,619	2,513,483	21,344,[illegible]
Transportation, Travel & Resorts	118,432	1,032,156	83,001	738,[illegible]
Miscellaneous	355,715	4,132,531	469,218	4,383,[illegible]
Total	$14,970,355	$145,745,097	$16,153,627	$151,873,[illegible]

Source: Publishers Information Bureau

RTMA

'52 Set Production Seen Below '51

By GLEN McDANIEL

President, Radio-Television Manufacturers Assn.

THE YEAR 1951 was one of peaks and valleys for radio-television manufacturers, but the industry emerged stronger and more stable than at the end of 1950 when a whirlwind of scare buying followed the outbreak of the Korean War.

We can face the new year with more optimism and confidence than we could a year ago because the national rearmament program now appears in sharper focus and removal of the roadblocks to expansion of television into a nationwide service appears imminent.

Mr. McDaniel

The year 1952 will be another period of limited civilian production due chiefly to material shortages, but a higher tempo of deliveries of military electronic equipment should step up employment and absorb much of the idle plant capacity that plagued the industry in mid-1951.

Present indications are that about 5.25 million television receivers and more than 12.5 million radios will have been produced in 1951 by the year's end. These figures represent a decline from the 7.4 million TV sets and 14.6 million radios manufactured in 1950, but meanwhile the industry's output of electronic equipment for the armed services has more than doubled. Radio production this year breaks down roughly into 6.7 million home sets, 4.5 million auto receivers, and 1.3 million portables.

Value-wise, at the manufacturer level, set production in 1951 will approximate $1.25 billion as compared with about $1.7 billion in 1950. But military production during the same periods rose from $500 million to more than $1 billion, according to recent estimates.

More Shortages Seen

As to probable set production in 1952, all authorities agree that material shortages will hold down the industry's output even below that of 1951. Mr. Edmund T. Morris Jr., director of the NPA Electronics Division, has estimated TV set production in 1952 at between four and five million units. RTMA directors, in an informal poll in November, "guess-estimated" that about 4.4 million television receivers and 10.9 million radios will be turned out next year unless the materials situation worsens.

Barring an all-out war, there is every reason for the radio-television industry to look forward to a productive year in 1952.

The radio-television industry has made vast strides during the past decade and is now one of our foremost industries, both in peace and war, but it has an even greater future. All of us who are a part of this great industry can feel proud of its past achievements and look forward with confidence to the years ahead.

LEE DEATH

Refuse to Reopen Case

POLICE have refused to re-open an investigation into the death of Thomas S. (Tommy) Lee, heir to the late Don Lee broadcasting and automobile distribution fortune, despite evidence offered by Hal Craig, Honolulu automobile distributor and longtime friend, that it may not have been an accident or suicide.

Mr. Lee jumped or fell to his death from the 12th floor of a Los Angeles building on January 13, 1950, leaving a $12,500,000 estate.

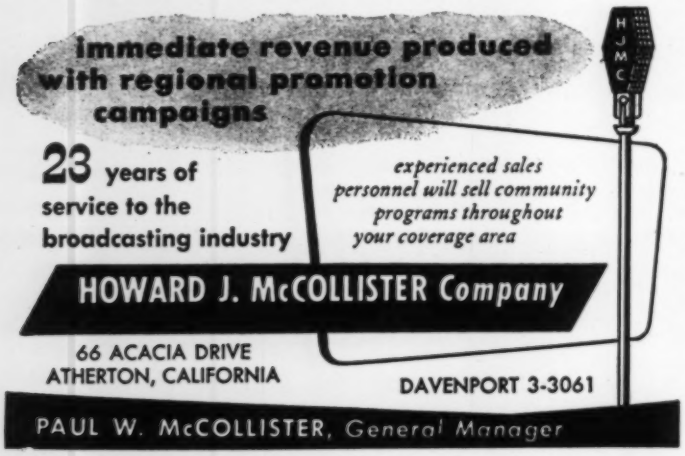
Mr. Craig, reportedly mentioned as one of several heirs in a 1945 "missing will" [B•T, Nov. 19], in mid-December asked that police reopen the case and investigate the death as a possible murder on grounds that Mr. Lee told members of his family that someone was trying to kill him.

ANG-WQXR PACT

Guild Given Jurisdiction

WHAT was described as the first contract between American Newspaper Guild of New York, Local 3 (CIO), and a radio station has been signed with WQXR New York, it was announced Friday.

Signed under constitutional clause which gives ANG jurisdiction in radio station where news is broadcast, pact covers 14 month period from Nov. 1 through next year and assures workers such things as a substantial wage increase now and further increases later, subject to Wage Stabilization Board approval; 35-hour week; two-week vacation increased to three after five years service; no dismissal except for just and sufficient cause. Contract provides a $120 top minimum for continuity and commercial copy writers. ANG has some members at WMCA New York, according to Anthony Stella who negotiated contract with WQXR, but no contract has been drawn for the former station as yet. The union lost employes' vote at CBS last year when organizing drive was held there.


immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will sell community programs throughout your coverage area
HOWARD J. McCOLLISTER Company
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

programs promotion premiums

TOP VALUES

KSL Salt Lake City, has provided those who are "exploring advertising values in the Mountain-West" with copies of its BROADCASTING YEARBOOK ad, which gives the outlet's coverage, ratings, network, merchandising, and prestige. Mountain-sized call letters are crawling with Alpinists, each roped to another, to illustrate the moral: "You'll find it [KSL] measures up as the biggest value—your best buy—in Intermountain America."

SAFETY DRIVE

WMTR Morristown, N. J., has aired appeals for safe driving for some time, but Program Director Bob Wesel thought they lacked human interest. When a group of school children were touring the studios one day, he decided to try the same traffic messages—to be recorded by children's voices. Accordingly, when children now appear in the studios, he makes his recordings, which are aired two or three times daily during station breaks: "My name is Jimmy Smith. I live in Morristown. Please drive carefully, we love our parents."

STATION REMINDER

WWDC Washington, distributing large cards to radio repair shops and auto radio installers. Cards remind workers "When you're setting push buttons . . . remember these are the big four [stations] in D. C." This is followed with list of stations and frequencies.

RADIO IN DETROIT

WWJ-AM-FM Detroit, sending out colorful promotion booklet to trade and advertisers entitled "What about Radio in Detroit?" Booklet poses prime question, "Is WWJ time worth the price?" with three secondary question, "1. What is the market reached by radio in Detroit today? 2. How far has TV cut into the radio market? Has it hurt the effectiveness of radio advertising? 3. Will radio advertising in Detroit continue to be a good investment?" Then taking into account factors of growth in population, television circulation, listening habits, program policies, booklet proceeds in flashy red and yellow for 24 pages to answer the questions. Booklet concludes that "WWJ . . . is the biggest bargain in Detroit broadcasting."

FAVORITE STATION

WOAI San Antonio, Tex., placed first recently in poll asking, "What is your favorite radio station?" Forty-one out of 52 families named WOAI as their favorite in a "readership study conducted for the *Anvil Herald*, a county seat weekly newspaper located in Hondo, Texas, and released in booklet titled, "What Our Readers Think".

INSIDE DOPE

WEMP Milwaukee, during Freedom Week broadcast interviews with four escaped Russian refugees. The four revealed secrets of life behind the Iron Curtain. Newsman Don O'Connor introduced program and handled narration.

ONE MILLION

WMCA New York prepared last week to interrupt scheduled programs the day that the National Safety Council announced the millionth traffic fatality—expected to have been Friday—for a series of *Operation Accident* broadcasts. Intended to emphasize the need for compulsory highway compensation to protect accident victims and their families, the broadcasts were prepared on records some weeks ago and feature statements by WMCA President Nathan Straus. Station featured a series of accident programs last spring, titled *The Killers*, in which license numbers of traffic violators were broadcast with on-the-scene interviews of accident victims.

GOLF LESSONS

KGO-TV San Francisco, *Golf Made Easy*, Fri. 8:45-9 p.m., sponsored by Robert S. Atkins (clothing store). New innovation on program is use of phosphorescent paint in darkened studio to illustrate correct body movements in a good golf swing. Phosphorescence outlines golf ball, club and essential body-joints of demonstrator to emphasize important features of swing. Ultra-violet lights are used in darkened studio to bring out necessary lights, special filters are used on cameras. Idea is based on use of black and white striped clothes used by Bobby Jones in making golf instruction movie in 1932.

PUBLIC SERVICE FEATURE

KDYL Salt Lake City, *Meet Your Governor*, 6 to 6:15 p.m., Fri., unrehearsed question and answer commentary featuring Utah Gov. J. Bracken Lee and Arthur Richardson, KDYL news analyst. Each week the governor discussed the latest happenings.

NEW PROMOTION

KCBS San Francisco, used high-listener ratings during recent local elections to plug station in arty cardboard folder to trade. Frontispiece carries reproduction of pre-election ad of station describing arrangements for election coverage, urging listeners to stay tuned to KCBS and the pronouncement: "And they did." Inside copy gives comparative statistics on listeners captured by network and independent stations. Figures show KCBS had twice as many listeners as the average for the three other networks and more than three times as many as the independents.

CHRISTMAS GIFTS

KFI Los Angeles will present Christmas gifts to station's national and local spot accounts in the form of free announcements. Ray Lewis will combine the announcements with recorded Christmas music.

SALES LETTER

WCBS-TV New York, sending advertisers letter giving latest data on TV homes reached by station using new antenna on top of Empire State Building. Piece signed by G. Richard Swift, WCBS-TV general manager, cites figures of Telepulse of New York on homes watching.

RELIGIOUS SHOWS

KRON-TV San Francisco, *The Holy Hour*, Sun. 12-12:30 noon. Station furnishes facilities and production talent for programs to be handled alternately by three major faiths—Catholic, Protestant and Jewish. Programs will feature music by choirs from various churches in area, religious poetry, news, dramatic sketches and discussions. Production arrangements are directed by the Bay Area Council of Churches, the San Francisco Theological Seminary and the Northern California Council of Rabbis.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

TOURIST BUDGET

Radio to Receive 12½%

WASHINGTON State's tourist-luring advertising will put about 12½% of the $70,000 budget for 1952 into radio, BROADCASTING • TELECASTING learned last week. Agency handling the account of the State Advertising Commission is Mac Wilkins, Cole & Weber, Seattle.

Radio plans call for concentrated spot campaigns on 22 stations in 20 markets in five western states, the agency disclosed. Theme, as in past years, will be "It's Cool, It's Green, It's Great in Washington State."

Schedules will be set for the spring and summer months.

State Advertising Commission recently reported that during 1949 and 1950, the first years the paid advertising program was in effect, there were 4,400,000 visitors to the state, spending a total of $246,000,000, of which $9,700,000 represented gasoline, sales and admission taxes.

ORSON WELLES IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

air-casters

HARRY BUBECK, production manager NBC Radio Hollywood, appointed program director for network's western division. He succeeds **HOMER CANFIELD,** named producer of television version of NBC Radio's *Dragnet*. Mr. Bubeck's post to be filled by **KAREL PEARSON** who will also continue as program operations supervisor.

ALVIN G. FLANAGAN, program manager KECA-TV Los Angeles, named program director KECA-TV. **CECIL BARKER,** ABC's western division TV director of programming and production, continues in same capacity.

DAVE MANN named to announcing staff WAGE Syracuse. He was with WLYN Lynn, Mass.

DON BLAIR, staff announcer WBRE-AM-FM Wilkes-Barre, Pa., to WJLS-AM-FM Beckley, W. Va., in same capacity.

BILL GORDON, disc jockey WHK Cleveland, voted "Cleveland's favorite disc jockey" in *Cleveland Plain Dealer* radio and TV poll.

MARY LILLY named copywriter WTMA Charleston, S. C. **RED MUNRO** named morning man and disc jockey WTMA. He was with WCOG Greensboro, N. C.

DICK SHERBAHN named to announcing staff WLAN Lancaster, Pa. He was with WGAL Lancaster.

THE MIDWEST ADDRESS OF CBS

WNAX 570

YANKTON — SIOUX CITY

TED McKAY program director WMON Montgomery, W. Va., named promotion manager WKNA Charleston, W. Va.

TOM GEORGE, emcee NBC Radio's *Talent Search, Country Style,* named chairman of radio division for Franklin Freedom Fair, planned to celebrate patriot's 250th birthdate anniversary in 1956.

DAVE BOGARD, promotion department KGO-AM-TV San Francisco, to Space Patrol, L. A., sales department.

MARK LANGSBURGH Jr., promotion and merchandising manager KLAC-TV Hollywood and Joyce Oldham, married Dec. 15.

JACK OWENS, singing star KNX-Columbia Pacific Network, elected president of Southern California Youth Swimming Association.

JOHN BAIRD, director of public affairs KMPS Los Angeles, to be married Feb. 9 to Norma Sevilla Lee.

MARGARET JANE BACHINGER Lamb & Keen, Phila., named to program staff WIP Philadelphia.

FRANK CASON, producer WSB-TV Atlanta, named TV traffic manager. He will also continue his present duties. **HARL HOCKEBORN,** projection room director, named producer-director. **TAYLOR LUMPKIN,** prop department, named to production staff.

Miss ARDYCE PFANSTIEL, promotion and publicity director KSIX Corpus Christi, Tex., named promotion director KEYL (TV) San Antonio. She succeeds Miss **GERRY FISHER,** resigned.

News . . .

LARRY FINLEY, news director WEEK Peoria, Ill., to KCMO Kansas City, Mo.

CHARLES F. HARRISON, news director WHBF and production supervisor WHBF-TV Rock Island, Ill., named director of news operations WING Dayton, WIZE Springfield, and WCOL Columbus, Ohio.

LES MAWHINNEY, West Coast director of news Mutual-Don Lee, elected 1952 president of Los Angeles Astronomical Society.

New WLW Transmitter

R. J. ROCKWELL, vice president in charge of engineering, WLW Cincinnati, announced last week that a new-type transmitter for the station is planned for operation in mid-1952. The almost distortion-free signal will result from utilization of four new patented ideas in its design, Mr. Rockwell said. The old transmitter will be rebuilt to the same specifications of the new one and kept as a stand-by, he added.

NARND

Repeal of 'Gag' Order Is Target For '52

By JIM BORMANN

PRESIDENT, NATIONAL ASSN. OF RADIO FARM DIRECTORS

RADIO news in America felt the impact of two major forces during 1951—one was technical; the other political. Both monopolized the attention of radio newsmen at the Chicago convention of the NARND, Nov. 12-14.

First major development was the arrival of television as a seriously competitive medium in the news field during 1951. The second was an awakening on the part of newsmen everywhere to the urgent need to defend radio's right to freedom of information.

Mr. Bormann

Extension of network television from coast to coast during the year and successful coverage by TV of several outstanding news events stimulated video's advance into the field of news. Because of this new competition, radio news coverage was intensified. Evidence of this healthy improvement in news coverage by radio and television came into clear focus at the convention. Over 40 top flight entries (a record number) were submitted in the NARND award competition, and judges declared the competing entries better than ever. At the convention itself, talk of news problems engendered by television dominated the convention sessions. Newsmen already working in TV were no more pre-occupied by these problems than were those who are competing with video.

President Truman's order restricting the release of information by government bureaus focused NARND's attention on the responsibility of newsmen everywhere to safeguard news of government from needless censorship. NARND President Ben Chatfield joined with leaders in other news organizations to protest the closing of news channels—except when national security was genuinely endangered. Press and radio closed ranks in a common cause to guarantee the integrity of news and to safeguard its accessibility to the public.

At year's end, the executive order is still in force, but NARND's fight for repeal has only begun.

WEAM News Policy

INTENSIVE news coverage will be maintained by WEAM Arlington, Va., under a new program policy effective with appointment of Charles Warren, former MBS White House correspondent, as news director of the station. Daily program will be broadcast at 12:45 p.m. direct from Capitol Hill as well as Congressional roundup at 5:45 p.m. Other news features are planned.

MAY SEEKS REFUND

On '42-'45 Taxes

MAY Broadcasting Co., which owns and operates KMA Shenandoah, Iowa, petitioned a federal court judge in Des Moines Monday for a refund of almost $40,000 in tax money from the government.

May contends the amount of income tax was "injust, illegal and collected erroneously". It seeks refunds of $5,466.70 for 1942, $7,770.04 for 1943, $15,819.95 for 1944 and $10,271.33 for 1945, totalling $39,328.02.

The first witness for May Broadcasting was its secretary-treasurer, R. H. Sawyer, who discussed the transfer of KMA from the May Feed and Nursery Co. to May Broadcasting Co. in 1939. He estimated the station was worth "at least $500,000" in 1949.

Ray V. Hamilton, partner in Blackburn-Hamilton Co., radio and television station broker, said in his testimony that May Broadcasting today is worth between $2 and $2¼ million because of its ownership of KMTV (TV) Omaha as well as KMA. In 1937, he said, the station was evaluated at $300,000 to $325,000. He appeared as an expert witness.

Paul A. Loyet, vice president and resident manager of Central Broadcasting Co., licensee of WHO Des Moines, outlined how Central Broadcasting bought 25% interest in May Broadcasting in 1939 for $100,000.

Testimony was concluded last Monday night. The government has until Jan. 26 to file its briefs, after which May Broadcasting will file an answer before Feb. 1.

KSFO, KPIX (TV) MOVE

Planned Next Month

PHILIP G. LASKY, vice president and general manager of KSFO and KPIX(TV) San Francisco, announced last week that the twin stations are prepared to move into their new quarters next month. The radio operation will move January 7 and the television facilities will be moved January 21, he said.

The new headquarters, a modern three-story building constructed at Van Ness Ave. and Greenwich St. at a cost of about three-quarters of a million dollars, took a year to build. Stations presently are in an annex building to the Mark Hopkins Hotel atop Nob Hill in San Francisco.

AM Station Outlook

(Continued from page 27)

competing media becomes more apparent each year. Radio set sales in Milwaukee continue at a healthy rate. . . ."

Hale Bondurant, general manager, KFBI Wichita: "All advertising prospects are . . . looking healthy and especially can radio look for increased business in the first quarter of 1952. Retailers and other firms are giving radio greater consideration because they have learned how to use this powerful medium more and more effectively as evidenced by more and larger orders currently running on KFBI."

Joseph L. Brechner, general manager, WGAY Silver Spring, Md.: "Most of the post war local independents have come of age . . . increasing profits have made it possible for these stations to begin matching the longer established station in promotion and programming budgets. This means better local radio for the listener and better local advertising impact for sponsors."

A. M. Cadwell, vice president and general manager, KOAT Albuquerque, N. M.: "This is a gaining market—you can expect this area to continue its present rate of gain over a number of years in the future. An average of 15 new retail outlets per month show that people are anticipating a gaining market."

John T. Carey, sales manager, WIND Chicago: "With apologies to Winston C. 'there'll always be an A.M.' Set sales, portables, auto sets. Analyze listening in TV homes. Analyze radio listening hours versus hours spent reading newspapers and magazines. Then to quote a familiar radio commercial 'most (radio) folks say—Happy Days Are Here Again.'"

Martin Campbell, general manager, WFAA Dallas—"Radio business, that is local business, has held up very well in the face of two Dallas and one Fort Worth television station competition, and even made gains. I foresee a continuance of this trend locally, and I am encouraging to believe that national advertisers, especially spot, are going to increase expenditures in radio in order to reach the tremendous market without as well as within the service range of TV stations."

Murray Carpenter, co-owner and manager, WABI Bangor, Me.: "Business prospects are excellent. Radio, being the most efficient advertising medium in the area, should grow and grow—if sold aggressively by men who have confidence in the power of their medium and who know how to use it skilfully. The real problem is not how to get business, but how to keep Uncle Sam from taking all our money away from us. We need added capital for expansion, but taxes won't let us keep any."

Henry B. Clay, general manager, KWKH Shreveport, La.: "Advertisers have been and continue to get results from radio in this area. With our hypoed inflationary economy, dollar volume is bound to increase."

Wilton Cobb, general manager, WMAZ Macon, Ga.: "With TV penetration about 1% daytime and 3% night, we have no cause, as yet, to worry about the business picture. This is by far the best year in our thirty-year history and local clients took a 20% rate increase in December 1951 without a murmur. Local advertising still constitutes about 45% of our gross income and we expect practically all to give us the green light between Christmas and New Years—the week in which we make verbal contracts for the ensuing twelve months."

George D. Coleman, general manager, WGBI Scranton: "Radio is still the best advertising buy and if clients are sold intelligently by broadcasters, they will continue on the air for many years. Sell the *right* accounts, the *right* programs or announcements at the *right* times and they will continue for years. If radio stations are careful in accepting advertising accounts, their losses due to bad debts can be kept exceptionally low. For the second consecutive year, WGBI will not charge off a nickel. This speaks well for the type of radio advertisers we have in Northeastern Pennsylvania."

E. L. Colbourn, acting manager, KTOK Oklahoma City: ". . . All major Oklahoma City department stores are using KTOK and other radio stations simultaneously for the first time. . . . the outlook for 1952 is very encouraging."

William B. Dolph, co-owner and executive vice president, WMT Cedar Rapids, Iowa: "In spite of the downward trend of the network revenue, increases in national spot, regional and local business will produce an all-time high in overall revenue for 1952."

Helen Duvall, secretary, WKBZ Muskegon, Mich.: "From every indication, financial prospects in the Western Michigan area and the Greater Muskegon metropolitan market for 1952 will continue to improve. 1951 showed a steady improvement which will average out pretty close to 15% over 1950, and the trend is still upwards. . . ."

Robert D. Enoch, general manager, WXLW Indianapolis: ". . . The last quarter of 1951 has been more difficult than expected. However, some of the confusion seems to be subsiding as Indianapolis business becomes accustomed to the pinch and the extent of the pinch . . . the first quarter of 1952 will not be a gold mine, but will be better than 1951."

John Esau, vice president, KTUL Tulsa, Okla.: "Business nationally and locally will be excellent, *we're positive*. Network business looks good, but unfortunate net rate cuts reduce total income of that bracket. We believe radio is entering a revitalized era."

S. Fantle Jr., president and general manager, KELO Sioux Falls, S. D.: "The general business prospects for 1952 are dependent upon more outside factors than ever previously encountered in our industry. Obviously, the growth of television will be the dominating factor and the lifting of the freeze, if it occurs in early 1952, will have the effect of forcing many advertisers and/or agencies to revise their plans completely concerning their budgets for the year. In our particular area with our farm produce having enjoyed another peak year, we feel very optimistic."

H. E. Fast, general manager, WKRC Cincinnati: "Based on the fact that this is the machine tool center of the country, employment is rapidly reaching an all-time peak. As a result, we think the area will be very prosperous. Most plants are working three shifts and most of the workers have their radio in operation during working hours."

J. B. Fuqua, president and general manager, WJBF Augusta, Ga.: "With a predicted population increase of 171,000 in our metropolitan area in the next three years, plus the huge payrolls we expect 1952 to be a terrific year in Augusta."

G. David Gentling, general manager, KROC Rochester, Minn.: "I expect business in 1952 to be entirely satisfactory . . . our increase in revenue is accounted for mainly through an increase in local business."

Riley R. Gibson, general manager, KOME Tulsa, Okla.: "The fine work of the Associated Tulsa Broadcasters has improved radio's position in this Magic Empire area, and it will continue to improve."

W. L. Gleeson, president and general manager, KPRO Riverside, Calif.: Our stations have shown a 9% increase over 1950 and 1952 looks very good. Businessmen are slowly beginning to realize that television is not hurting our radio audience. We have numerous cases of outstanding success in use of radio and they are slowly bringing business back to the medium.

Michael R. Hanna, General manager, WHCU Ithaca, N. Y.: "While there are rumors in some quarters predicting a general recession, I can see nothing but a continued rise in billings for both audio and video. Employment and production are at a peak and there is every reason to believe that this condition will continue throughout 1952."

Tom Harker, vice president and national sales director, Fort Indus-

(Continued on page 66)

SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

What a Buy!

N
A B C
C

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

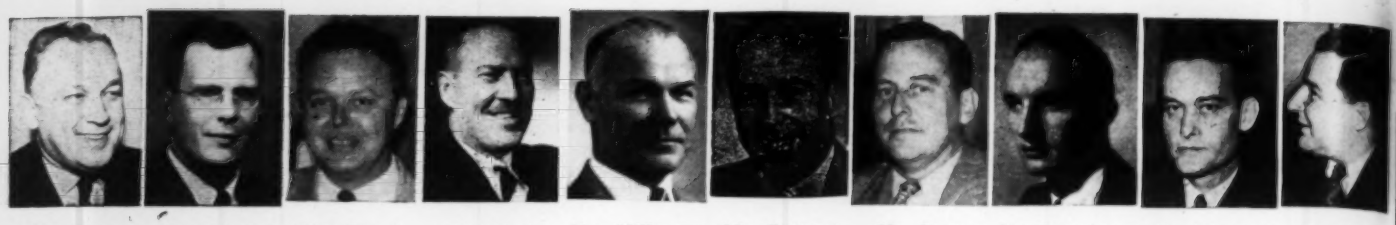
WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES

Headley-Reed Co.



Mr. Esau * * * Mr. Howard * * * Mr. Enoch * * * Mr. Fast * * * Mr. Milbourne * * * Mr. Strouse * * * Mr. Patt * * * Mr. Carpenter * * * Mr. Thomas * * * Mr. Boice

AM Stations

(Continued from page 65)

try Co.: ". . . business may be slightly better in 1952 than in 1951. While we are living in an artificial economy based on huge expenditures of money, material and manpower for armament which keeps industry humming, wages and prices high, and business good, and yields a stimulating feeling of boom times, it still makes one fearful of the day of reckoning. . . . It appears that advertising budgets for 1952 may be equal to or slightly better than 1951, unless lower earnings because of the tax situation prove a deterrent."

Joseph H. Higgins, manager, WTHI Terre Haute, Ind.: "We have analyzed all the current contracts in force for the first quarter of 1952 and they show 10% increase over last year in spite of less desirable available time for local sales . . . we are optimistic for 1952 . . ."

Eugene D. Hill, general manager, WORZ Orlando, Fla.: ". . . business prospects . . . are better than ever for this winter, barring a general recession, which most folks here feel, is still possible."

Barron Howard, business manager, WRVA Richmond, Va.: "We will get the business, but it is harder work."

W. E. Hutchinson, general manager, WAAF Chicago: "In a large metropolitan market with plenty of television service, our radio station shows a 22% increase in billing for the first ten months of 1951 over the same period in 1950. Assuming consumers disposable income in 1952 will equal or exceed that of 1951, we look for further increases in radio billing in the coming year."

Rogan Jones, president, KVOS Bellingham, Wash.—Radio is not yet selling its local potential by 50% to 100%. It lacks faith, and the right approach but is beginning to realize needs. In another year or two much improvement will be noted.

Ray P. Jordan, manager, WDBJ Roanoke, Va.: "We believe that the principal industries in the Roanoke area will be active in 1952."

J. E. Kauper, station manager, WIKB Iron River, Mich.: "We have every hope that the major networks will not make plans for the invasion of the spot radio field. Such a move on the part of the networks would, I am afraid, seriously affect our national and regional spot business . . . we have every hope for a good year in 1952. . ."

Jan King, assistant manager, WEAV Plattsburg, N. Y.: "We at WEAV feel that 1952 being a national election year will reflect in business conditions remaining the same or slightly better."

Lester W. Lindow, general manager, WFDF Flint, Mich.: "Business prospects for the Flint area during 1952 are bright. General Motors is concentrating almost half of their plant expansion for defense purposes in the Flint area . . . a good portion of these new facilities should be finished by mid-1952 and with them will come another boom period in their market Retail business . . . will be somewhat quieter the first few months of next year. However, experience has always shown that a lull in retail selling stimulates the use of radio by the local merchant since such a time causes him to more carefully assess his advertising results and expenditures. This invariably results in increased radio buying."

J. R. Livesay president and general manager of WLBH Mattoon, Ill.—"I expect 1952 to be about the same as 1951. There may be a 2% to 3% increase in gross billings due to political business. I can see no serious drop. World tension will keep national income high."

Ben Ludy, general manager, WIBW Topeka, Kan.: "National spot looks bigger than ever for the farm market—farmers have more money than ever. Network is slipping, but I find the large national accounts looking to the farm and small town market more than ever."

Richard H. Mason, vice president and general manager, WPTF Raleigh, N. C.: "The prospects for radio and business in general appear favorable for Raleigh and eastern North Carolina in 1952."

L. Waters Milbourne, president, WCAO Baltimore: "Believe that general business will be a shade off in 1952 unless government spending is increased. The advertising business does not always get worse paralleling general business. Sometimes it gets better when the merchant presses harder for sales."

A. J. Mosby, manager, KGVO Missoula, Mont.: "I was pessimistic last yearend as to 1951 business which surprised me with a 12% increase in local sales, a 20% increase in national spot, but with a 10% decrease in network. The outlook for 1952 appears to be a 20% increase in local sales, a 25% increase in national spot and another 10% decrease in network."

Harold H. Meyer, president, WPOR Portland, Me.: "WPOR's present billings highest in station's history. Expect some drop-off after Christmas but it will remain about 20% ahead of last year."

R. J. Myers, administrative assistant, KLRA Little Rock, Ark.: "Prospects in the local and national spot fields look extremely good for the first quarter of 1952. Many factors are responsible; but probably the increasingly attractive features of the market to national advertisers is primarily responsible. Network outlook is not too bright. Rate cuts hurt but loss of business by network has hurt far more. If, by imaginative selling and programming, networks can beat back; '52 could be a record year."

Leonard Nasman, sales manager, WFMJ Youngstown, Ohio: "Radio people have gone to work again. More advertising is available for those that will throw away the 'basket' and dig for a change."

Vernon A. Nolte, general manager, WHIZ Zanesville, Ohio: ". . . throughout 1951 WHIZ experienced a growing interest in radio advertising. . . . this interest and faith in radio has resulted in higher billings. . . . we expect this trend to continue and increase during 1952. . . ."

John F. Patt, president, WGAR Cleveland: ". . . the sales slumps experienced last summer and the early fall and the rate decreases were the combined result of fright psychology and unwarranted pressure from a minority combination of advertisers. This psychology is slowly giving way, I believe, to a resumption of confidence in radio's essential values as a mass selling medium at the lowest cost of any . . . on a cost basis or a coverage basis, radio cannot be equalled."

L. R. Rawlins, general manager, KYW Philadelphia: "We approach the year 1952 with more optimism than we have experienced for sometime. The trends unfolded during 1951, plus the institution of new programming, promotion, and merchandising techniques convince us that radio can and will do a bigger and better job."

James D. Russell, president and general manager, KVOR Colorado Springs, Colo.: "Radio and general business prospects continue to be excellent in the expanding economy of Colorado Springs. . . ."

J. Maxim Ryder, general and promotion manager, WBRY Waterbury, Conn.: "Anticipate improved radio business in immediate future. Local manufacturing, largely brass factories, operating at 90% capacity and expect to con-

Miss Holly Shively
Ruthrauff and Ryan, Inc.
Chicago, Ill.

Dear Holly:

Since termorry is Chris'mus and yer name is Holly, hit jest struck me thet this ud be a good time ter wish one an' all a very Merry Chris'mus! Hit has shore bin nice axorkin' with all arr fr'eas durin' th' past year, an' thin's here at good ole WCHS is reely ahummin'. Bizness in Charleston, West Virginny, is even bet'er'n hit wuz last year—an' thet means hit's reely sumpthin'! But bizness allus is good in Charleston, Holly, and WCHS is allus tops in this market — in fact, WCHS gives yuh more lisseners then all th' other four stations in town put tergether! Jest keep thet in mind, hollyday or no hollyday!

Yrs.
Algy

WCHS
Charleston, W. Va.

MORE LOCAL ADVERTISERS USE KSEL BECAUSE
RESULTS HAVE PROVEN OVER AND OVER THAT KSEL IS RADIO'S BEST BUY IN THE LUBBOCK MARKET

KSEL PROGRAMMING CLICKS
KSEL
LUBBOCK
National Representative: Wm. G. Rambeau Co.
Southwest Representative:
Clyde Melville Co., Dallas, Texas

Mr. Dolph Mr. Nolte Mr. Mason Mr. Coleman Mr. Bondurant Mr. Whiting Mr. Lindow Mr. Hanna Mr. Harker Mr. Ludy

* * *

tinue this rate, at least through 1st quarter 1952."

Ernest C. Sanders, manager, WOC Davenport, Iowa: "With the amount of defense work in this area, productivity should remain high. We look for business to be as good or slightly better than 1951. Radio prospects look good for 1952."

Wayne Sanders, manager, KCNA Tucson, Ariz.: "Tucson is gearing itself for a population of 250,000 by 1955. . . . I am sure that KCNA, through its recent power increase, will enjoy its greatest year in history."

Willard Schroeder, general manager, WOOD Grand Rapids, Mich.: "General business prospects for 1952 continue excellent. Activity of purchasing radio advertising seems to continue the same except on network level."

Mort Silverman, general manager, WMRY New Orleans: ". . . 1952 should be a banner year. We expect cooperative advertising will be off considerably for at least the first six months of 1952 due to shortages of certain materials . . . national spot business should be at an all time high . . . we expect that in 1952, the local situation will clarify with all stations profiting by taking more realistic attitudes in evaluating their facilities."

F. C. Sowell, general manager, WLAC Nashville: "Responsiveness of listeners to radio advertising has been consistently on the rise for the past two years. At our station this is shown in a substantial increase in mail, and more voluntary reports than ever before from advertisers telling of their successful results from using our medium. With radio doing such a swell selling job for its clients, neither TV nor Hooperatings can hinder its continued march."

* * *

Weldon Stamps, manager, KFSA Fort Smith, Ark.: "While there is some uncertainty in some specific lines due to shortages, we do not find it much different from 1942. After momentary lulls, business comes back stronger than ever. Some tax dollars, of course, but largely straight selling advertising."

William V. Stewart, president and general manager, WPBC Minneapolis: "Prospects in the Twin Cities area for 1952 look good to me. Although the business may not 'glide' through the door, it is there for developing. . . ."

Ben Strouse, vice president and general manager, WWDC Washington: "We see a continuing of the trend which manifested itself in our operation during the last quarter of 1951—an increase in billings over the previous year."

Lawson Taylor, general manager, KFMJ Tulsa: "Radio is going to stop 'giving it away,' and show it still is and will be for sometime the best advertising buy in America."

O. L. (Ted) Taylor, president, Taylor Radio & Television Corp., Dallas—"Each quarter of '51 has continued to show gains over the preceding quarter and over the preceding period of 1950. I am very optimistic about local and national business on radio throughout 1952."

* * *

Hugh B. Terry, general manager, KLZ Denver: "Denver and Colorado market showing every indication of continued prosperity. Steady increase in population, virtual absence of unemployment, peak business activity, all point to maintaining high level of local and spot business. This condition also emphasized by lack of television in this area."

C. L. Thomas, general manager, KXOK St. Louis: "Local business in 1951 is the highest in the station's history. National spot and network billing is off considerably. The overall, therefore, is down versus 1949. We do, however, look forward to a better showing in 1952. Not as good as 1948-49, but better than 1950."

Robert R. Tincher, vice president and general manager, WNAX Yankton, S. D.: "1952 should see a healthy condition in non-TV markets particularly as more and more advertisers become aware of the fact that TV simply does not give any coverage in the tremendous Mid-West market areas. Business in general will maintain high levels in 1952, because of the high levels and stabilities of farm income as the basic economy."

W. Walter Tison, owner and manager, WALT Tampa, Fla.: ". . . . A lot of people are contributing towards killing off radio. . . here we find a lot of people who still like the sound of voices, who like simple programs, who have multiple radio sets in their homes, who enjoy a portable at the beach, and a radio in their car. To these people radio is still exciting, glamorous and friendly. . ."

Walter E. Wagstaff, vice president and general manager, KIDO Boise, Ida.: "The last year has seen a settling-down process in national buying which puts radio and TV more nearly in proper perspective. I believe that during 1952 there will be more buying of 'radio *and* TV,' on a logical and co-ordinated basis, and less of the 'radio *or* TV' buying which, in some quarters, has characterized 1951."

Robert S. Wasdon, vice president, WLOW Norfolk, Va.: "If the sales for the last quarter of 1951 are a barometer for 1952 conditions, Norfolk will have an exceptionally good year in '52."

Lee L. Whiting, general manager, KEYD Minneapolis: "With retailers' inventories in far better shape than a year ago, and with the novelty impact of television disappearing, we feel that our radio business will be better in 1952."

Beverly T. Whitmire, general manager, WFBC Greenville, S. C.: "Radio is OK. It took television to show just how big it really is."

E. Newton Wray, president and general manager, KTBS Shreveport, La.: "Radio continues to show great inherent strength as an advertising medium. It is within the budget of every advertiser and accordingly will continue to get results and maintain its vigor, with regard to both local and national spot. The networks must increase their radio sales efforts in an endeavor to enlist smaller advertisers, while maintaining their existing billings."

Bess Marsh Wyse, owner, KWBW Hutchinson, Kans.: "We feel the radio business in this area is going to be better than it has been for the past two years."

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 350,820
Station C . . . 307,970
Station D . . . 295,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Our Time is Our Own

and we spend it giving more people more reasons to listen more often to

WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

Our programs are "Made in Green Bay" and merit and have the ears of the whole Green Bay market . . . one of America's best test markets.

ASK McGILLVRA Chicago or New York

allied arts

ARTHUR B. HOGAN, board chairman Universal Recorders Inc., Hollywood, has also assumed duties of president. He succeeds WILL H. VOELLER, who resigned recently to form his own radio and television production firm.

BOB SCHULTZ, Frank Cooper Assoc., N. Y., program packagers, and Gloria Mamber, were to be married Dec. 23.

ED HEWITT, television account executive ABC San Francisco, to Motion Picture Advertising Bureau, S. F., as West Coast manager.

Equipment . . .

GEORGE J. BEIER named merchandising manager Scott Radio Labs, Chicago. He was advertising and sales promotion manager Philco Distributors of Chicago.

GUY W. WALLIN elected vice president in charge of engineering for the Webster-Chicago Corp. He formerly took charge of military engineering Motorola Inc., Chicago.

RICHARD SCOTT, staff salesman Hoffman Radio Corp., L. A., named assistant sales manager. JAMES DALE, project engineer Motorola Inc. and Belmont Radio Corp., Chicago, appointed chief television and radio engineer Hoffman.

CATHODE-RAY TUBE Div., Allen B. DuMont Labs, is offering all TV servicemen a Tele-lead as premium on Du Mont Teletrons purchased between Jan. 1 and Feb. 29. Tele-lead serves a two-fold purpose: it can be used as a jumper from the AC power outlet to the TV chassis when the protective back of receiver is opened and safety switch is broken, and also serves as a trouble light of convenient size. Premium is latest item offered in the DuMont replacement campaign, announced at the recent National Electronic Distributors Assn. Show in Cleveland.

SAUL DECKER, assistant chief engineer CBS-Columbia Inc., N. Y., manufacturing subsidiary of CBS, named chief television engineer. Mr. Decker succeeds SAVA JACOBSON, who recently resigned, and will be responsible for design and development of all TV and radio chassis, the model shop, quality test laboratory, and prototype sections. He has previously been associated with Garod Radio Corp., Allen B. DuMont Labs, General TV Corp., Weston Products, and Kinetic Electronics Co.

J. GRADY SMITH, factory representative Tele King Corp., to Kaye-Halbert Distributors Inc., L. A., as district sales representative. H. L. LEESON, CPA with Fordyce, Keets & Co., L. A., to Kaye-Halbert, as comptroller. JOHN FISH, art director Pacific Pathways Magazine, to Kaye-Halbert, as director of art and production.

ANTHONY H. LAMB, vice president, Tagliabue Instrument Div., Weston Electrical Instrument Corp., Newark, N. J., appointed vice president in charge of manufacturing. He succeeds REGINALD R. LAMBE, retired. GEORGE T. DEANEY, purchasing agent and defense coordinator, named general superintendent of manufacturing. RAYMOND T. PIERCE, sales division manager, appointed chief production superintendent.

JAMES SMITH and ROBERT SONNENBERG appointed to sales staff Andrea Sales Corp., N. Y.

JOHN H. RIDDEL named manager Market Research Dept., Capehart-Farnsworth Corp. Mr. Riddel was with market research division Admiral Corp.

S. M. LAWSON, salesman, Baton Rouge branch, Graybar Electric Co., appointed manager of branch.

H. A. GUMZ, production manager Webster-Chicago Corp., elected vice president. He will be in charge of all government orders placed with company.

Technical . . .

RUSSELL O. BECKER, engineer KXOK St. Louis, father of boy, Bruce, Dec. 8.

ROLLY COURTAD, engineer WGAR Cleveland, father of daughter, Nancy Jane.

Advertisers frequently consider **shifts in media.** Your advertising in Printers' Ink strengthens your **"consumer franchise"** with the leading **buyers of advertising** and so keeps them sold on you.

Our Respects To

(Continued from page 42)

a peak in nearby Allison Park. KDKA is still broadcasting from a 718-ft. tower, serving a vast and rugged terrain with its 50 kw signal.

By 1941 Mr. Baudino had become technical manager and assistant to the general manager of Westinghouse Radio Stations. The 1941-43 period must be identified by the Baudino biographer as the Travel Era. The parent Westinghouse company, with its diversified electrical and electronic interests, had developed a process of plating tin by high-frequency radio. Selected to supervise the first major installation, Mr. Baudino spent his time commuting from Philadelphia to Pittsburgh to Weirton, W. Va., to Washington to Philadelphia, and on and on around the circuit.

In May 1943, when James B. Rock entered the service, Mr. Baudino was named to replace him as general manager of KDKA. The transition from engineering to business was negotiated with ease as he quickly became a prominent civic figure in Pittsburgh. He got into charitable movements, bond drives and other local activities. Soon he was a member of the crusty Duquesne Club, Pittsburgh Field Club, Rotary, Ad Club and Radio & Television Club. He has since added a Radio Pioneers button.

Technical Accomplishments

Once an engineer, always an engineer, the saying goes, and it's true in the case of Joseph Baudino. While general manager he was consulted on numerous military and industrial technical problems. His career includes developmental roles in early broadcasts from planes, dirigibles, coal mines, ships and many television projects, including the famed Stratovision technique of linking TV stations and serving a national audience via high-flying planes cruising over fixed courses.

Once he climbed the 718-ft. KDKA tower to change some equipment. Looking around the far-spreading hills he figured he might as well do a broadcast—and did.

Last summer when Walter E. Evans, vice president of the parent Westinghouse corporation and president of the station group, needed a man to replace Walter E. Benoit as head of the stations, the decision was not difficult though the shoes were hard to fill. Mr. Benoit was drafted to direct the new Westinghouse Air-Armament Div. at Baltimore, with title of vice president and general manager, and Mr. Baudino became his successor.

His engineering and managerial careers have brought him many honors. He is a member of Tau Beta Pi, Sigma Tau and Eta Kappa Nu engineering fraternities and Pi Mu Epsilon, mathematics fraternity; holds decoration of Commander of the Order of Phoenix from the Greek government; silver W, certificate of merit, Westinghouse Electric Corp.

He was born in Herrin, Ill., Feb. 2, 1904. In high school he became interested in radio, leading to an engineering course at Illinois U. He lectured at Carnegie Tech on radio in the late '20s. His politics are Republican and his religion Catholic.

NARBA STATIONS

FCC Reports Changes

BOTH Canada and Mexico have reported changes in their stations' facilities, and new stations soon to go on the air, under terms of the 1941 North American Regional Broadcasting Agreement.

The changes and additions are (with probable commencement dates in parenthesis):

CANADA

London, Ontario, new Class II station, 1110 kc 1 kw fulltime DA-1 (Oct. 1, 1952).

Moncton, New Brunswick, new Class II station, 1300 kc 5 kw fulltime DA-1 (Aug. 15, 1952).

Windsor, Ontario, new Class II station, 550 kc 5 kw-D 1 kw-N fulltime DA-1 (Nov. 1, 1952).

CJON St. John's, Newfoundland, new Class II station, 930 kc 5 kw fulltime DA-N (now in operation).

Vancouver, British Columbia, new Class II station, 1070 kc 5 kw-D 1 kw-N fulltime DA-N (Nov. 15, 1952).

CFDA Victoriaville, Quebec, Class II station, 1380 kc 1 kw-D (temporary operation).

Vancouver, British Columbia, new Class II station, 690 kc 10 kw fulltime DA-1 (Jan. 15, 1952).

CHWK Chilliwack, British Columbia, Class IV station, 1230 kc 250 w fulltime. **Change to** Class III station, 1270 kc 1 kw fulltime DA-1 (now in operation).

CKFI Fort Frances, Ontario, Class IV station, 1340 kc 250 w fulltime. **Change to** Class II station, 800 kc 5 kw-D 1 kw-N fulltime (now in operation).

MEXICO

XEON Tuxtla Gutierrez, Chiapas, Class III station, 920 kc 1 kw fulltime—Deleted.

XEFX Poza Rica, Veracruz, 5 kw DA-N fulltime—Deleted.

XEBY Tuxpan, Veracruz, Class IV station, 1340 kc 250 w fulltime (Feb. 20, 1952).

XEGD H. del Parral, Chihuahua, Class IV station, 1520 kc 1 kw-D 250 w-N fulltime (April 1, 1952).

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

CBS ELECTIONS

Ordered by NRLB; 3 Unions Involved

A THREE-WAY fight for labor representation of certain CBS Radio and Television employes was shaping up last week at the network's New York and Los Angeles operations.

This was assured following a directive of election handed down by National Labor Relations Board in Washington. Three unions — the IBEW (AFL), NABET (CIO) and motion picture film editors of IATSE Local 776 (AFL)—are involved in the proceedings.

The board charted elections among three groups:

(1) All technicians employed by CBS in its technical operations departments and the engineering research and development department in New York and elsewhere, including camermen and film editors at CBS Television and WCBS-TV New York.

(2) All film editors and cutters at KNXT (TV) Los Angeles (formerly KTSL (TV) and CBS Hollywood studios.

(3) All employes on the CBS New York general engineering, research and development staffs—if they desire to hold elections. They design equipment and handle research.

Excluded from the elections are film editors in Los Angeles; sound effects men employed at WBBM Chicago (represented by AFRA); turntable operators at WBBM and KMOX St. Louis (represented by AFM); and lighting directors and special visual effect employes in New York and Los Angeles (represented in the former city by IATSE).

The case was divided into two phases. One petition involved CBS Inc. and CBS Inc. of California, described as a wholly-owned subsidiary, and the National Assn. of Broadcast Engineers and Technicians. Hearings were in New York and Chicago.

NABET had sought to establish a unit comprising design-construction-maintenance workers for all CBS radio-TV operations, including film editors and motion picture cameramen and engineering, research and development engineers. NABET made no bid to represent the above-mentioned workers now under AFRA, AFM and IATSE.

The International Brotherhood of Electrical Workers, which presently represents some CBS technical employes, took no exception to NABET's position and asked to be included in the election. IATSE held that film editors and cutters and camramen should be excluded.

CBS Inc. held out for the same exclusion, plus omission of engineering employes, draftsmen and machinists. It asked NLRB to set a unit by functions rather than classifications or job titles.

The second case involved CBS Inc. and IATSE (International Alliance of Theatrical Stage Employes and Moving Picture Operators of the U. S. and Canada). Hearings were held in Los Angeles.

IATSE Local 776 sought to carve out a unit of film editors and certain magnetic tape cutters at KNXT and CBS Hollywood—those who edit and synchronize it with motion picture film. Such a separate unit would be inappropriate, according to NABET and IBEW, which claim them as part of the CBS technicians' unit.

Cameramen and film editors have been represented at CBS New York by IBEW since 1946. In Los Angeles, however, editors were expressly excluded from IBEW contracts signed in June 1950, NLRB said. CBS Inc. opposed inclusion of tape cutters, claiming they were not excluded from the IBEW contract.

Distinction was drawn between tape cutters who work for film purposes and those whose duties involve audio portions of radio programs.

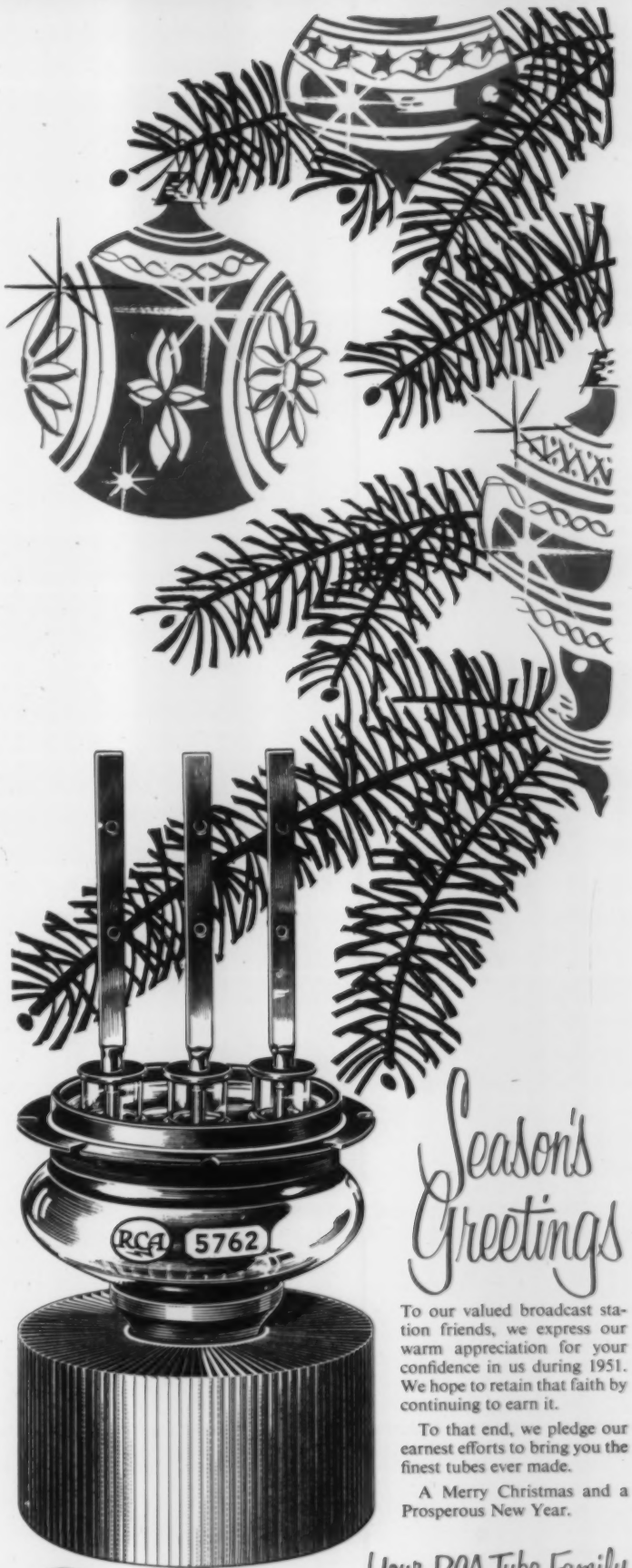
Thus, film editors and tape cutters for film in Los Angeles may vote to determine whether they desire to set up a separate unit.

CBS New York general engineering and research employes will be asked whether, as professional workers, they wish to be bracketed with technical men and whether they desire to choose NABET, IBEW or IATSE. If they vote for inclusion with technical personnel and for a union representative, their ballots will be counted along with those of film editors in the Los Angeles group to determine the union for a CBS-wide unit of the latter.

Should they vote against inclusion with technical personnel, their ballots will be counted to determine "whether and which" labor organization they wish to represent them in a separate professional unit. Elections will be held within 30 days.

Seattle Ad Club

THREE executives closely identified with the radio-TV industry are among newly-elected officers of the Advertising & Sales Club of Seattle. New officers are: Peter Lyman, radio-TV director, Frederick Baker & Assoc., first vicé president; John Pindell, account executive of KING-TV Seattle, second vice president, and Hugh M. Feltis, radio-TV consultant and former BMB president, named to board of directors. Mr. Feltis was president of the club in 1941.



Season's Greetings

To our valued broadcast station friends, we express our warm appreciation for your confidence in us during 1951. We hope to retain that faith by continuing to earn it.

To that end, we pledge our earnest efforts to bring you the finest tubes ever made.

A Merry Christmas and a Prosperous New Year.

Your RCA Tube Family

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

Representatives' Prospects

(Continued from page 30)

Pearson Co., New York, predicts that radio billings of his firm will be about the same for the first quarter compared with last year's first quarter. He sees TV billings going "right to town."

"In spite of the efforts of the major networks to capture every available dollar with an array of rate-chiseling gimmicks unprecedented in the history of radio," Mr. Pearson stated, "national spot business may do an outstanding comeback in 1952."

He continued:

"Clients are fast learning that no matter how attractive the networks may make their sales gimmicks sound, the end result must accomplish sales at a lower cost per thousand. In no instance can any network show prove faster or more direct results than spot radio can. Field men, distributors and dealers alike have gone to bat for spot radio as they are in a position to know what will get the best results in their respective territories.

"Grass roots stations and regional networks should enjoy a big year in 1952 because they have been proved more flexible than split network arrangements and in most cases will not face TV competition for three to five years or more.

"Many of the nation's biggest advertisers have been making tests with spot radio programs this year and results have amazed them. General Mills, Pillsbury, International Milling, Lucky Strikes, Standard Oil, Esso, Phillips '66' and many other have learned through experience that spot radio delivers the greatest wallop of any type of radio today. They know from experience that radio today is reaching new heights of effectiveness, even in TV markets, and they are going to take full advantage of it.

"Television is bound to make a terrific impact in new markets and more competition undoubtedly will change the picture in certain major markets. However, it doesn't look as though very many new TV stations, if any, will be able to go on the air in 1952, unless the freeze is lifted before spring. Even then the FCC will have its hands full processing applications and making final grants."

Mr. Pearson continued:

"A political year is always a good year for radio and 1952 should prove the best in recent history for stations throughout the country. Another very encouraging factor is the increased interest on the part of large advertisers in racial and foreign language programming. We look for 1952 to be a banner year for stations specializing in such programming.

"Finally, local radio stations have awakened to the fact that riding the coat-tails of a network doesn't pay off any more and they have set to work in earnest to recapture audience through good local programming. Proof that this can and will get the job done is contained in the fact that some of the highest-rated stations in the nation today are independents and those who have rejected network programming at certain times in favor of local programs that have more interest to the listeners in their areas.

"The coming year will see network affiliates battling even more with the networks over encroachments into station option time and attempting to change option hours. As a result of these hassles, we look for quite a few stations in major to small markets to go entirely independent.

"All in all, we feel very optimistic over spot radio's chances of hanging up a banner year in 1952. And, even if TV should get on the air in some of the grass roots or major markets in 1952, the added competition for the advertiser's dollars should not prevent spot radio from more than holding its own, if properly sold," Mr. Pearson concluded.

Headley Cites Evaluation

Frank M. Headley, president of H-R Representatives Inc., New York, stated one of the "most favorable" signs for radio and TV in 1952 "is the fact that many national advertisers and agencies are beginning to examine more critically the comparative values of radio-TV versus newspapers and magazines. Constantly rising costs of print media coupled with falling attention to space advertising are being more widely noted.

"Heretofore," Mr. Headley said, "attention was focused on television versus radio. Now it embraces other media, too, and in comparative analysis, the lower costs and better values of radio-TV advertising cannot help but keep these budgets healthy, while other media may suffer. Therefore, we expect spot radio-television to continue very strong into 1952, barring economic upheavals."

Comparing the first quarter estimate for 1952 with that of 1951, Mr. Headley predicted radio billings will be down 10% while TV will be "way up."

Expecting the over-all picture in broadcasting in 1952 to be comparable to 1951, **Adam J. Young Jr.**, head of the New York firm bearing his name, observed that "so far as our own stations are concerned, I suspect that business will be approximately 20% over 1951 for the first quarter. This is based upon substantial sales increases during the year 1951 and even if we maintain our present volume, we will be 20% ahead for the first quarter of 1952."

Lloyd George Venard, vice president, O. L. Taylor Co., New York, stated "Both media will have greater total billing, but local and national spot will provide this in radio. This is particularly true in TV cities. In TV cities the increase will go to well-managed AM stations and to TV. There will be a higher percentage of both radio and TV in TV cities, but radio will show the greater percentage increase."

Mr. Venard predicts radio billings in the first quarter will be 15% above those for last year's first quarter.

"1952 looks like another good year for radio as well as for those television stations on the air, despite much the same problems as in 1951," according to **Robert Meeker**, head of Robert Meeker Assoc., New York. He predicted radio billings for the first quarter, compared to the same period last year (a "good first quarter," he noted), will remain the same. He expects television to increase 25%.

"Defense spending should certainly keep our entire economy in high gear in 1952 with shortages in certain lines not too damaging to advertising," he said.

"At the national spot radio level," Mr. Meeker continued, "we look forward to as good a year as 1951 though we and our stations stand to lose considerable revenue to the networks' newly found 'flexibility.' Regardless, both radio and TV spot should have an excellent year with election campaigns as an additional boost.

"The end of the TV freeze will cause considerable activity and excitement but will have little effect on 1952 advertising budgets. However, we do believe that with the imminent prospect of TV becoming a national medium, a fairly satisfactory and workable solution to radio and TV rate problems will be accomplished in 1952."

Diversified Small Accounts

"Volume will be up on the Bolling stations in 1951," **George W. Bolling**, head of The Bolling Co., New York, predicted. "We look forward to the new year as a wonderful opportunity for our well-managed stations to capture a greater share of new business because of the vast improvement in audience ratings, which so many of them are enjoying during the current season."

Mr. Bolling estimated that in 1952 new business "will emanate from a much more diversified list of smaller accounts, which we believe will more than offset the inroads made on the old line national spot accounts by network sales and television sales."

Wythe Walker, head of The Walker Co., New York, observed that "since national spot is the very best kind of advertising, there will be more of it next year than ever before. But that doesn't mean it

What's he looking at?

Stanley Pulver, Lever Brothers, is looking at the personnel lists of radio stations . . . OR, at your advertisement in the BROADCASTING Yearbook.

ill be a better quarter for radio
ations. What with the inability
f the networks to sell programs,
e origin of their creation and the
ly excuse for their existence,
ey will keep on trying to sell spot
me on their controlled hours and
id their affiliates for whatever
ey can get from advertisers.

"Most affiliates will knuckle
wn and, like a galley slave, love
eir chains. I once was told about
sheepherder who tried to make
ore money by teaching his sheep
t to eat. They died before they
arned how.

"The representative in 1952 will
ep on creating and selling na-
nal spot; the networks will keep
being 'mistletoe'," Mr. Walker
ncluded.

"All indications in New England
int toward 1952 being a stronger
ar than 1951 for both radio and
levision," according to **Elmer**
ettell, partner, Kettell-Carter,
oston. Noting '51 was the biggest
r New England so far, he pre-
ted radio and TV billings each
uld be up 10% over last year.

"I think radio is in a stronger
sition today in New England
an ever before," he said, "with
onger acceptance among more
counts. Rising newspaper costs
nd to put some business in radio
here newspapers before were
vored."

Noting TV "is stronger too," Mr.
ettell observed "its rising costs
nd to keep many advertisers
ther out of the medium, or use it
aringly."

Criticism of P. I. account broad-
sting was lodged by **Bertha**
annan, head of her own Boston
m, who predicted increases in
th radio and TV billings.

"I deplore the fact that radio
tions are acting more and more
'merchants'," she said. "The
ginal function of radio selling
s to move merchandise from the
aler's shelf to the consumer.
w, with P. I. and other direct
ling deals, radio stations are
minating the local merchant who,
er all, has been their bread and
tter since their inception."

Harry H. Wise Jr., West Coast
nager of George P. Hollingbery
., Los Angeles, said, "I can't

NEWS
from Binghamton, N. Y.
ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000
WATTS
CALL RADIO REPRESENTATIVES, INC.

Mr. Holman Mr. Kettle Mr. Melville Mr. Bolling Mr. Vance

help but believe television billing will increase during 1952, but at the same time I look to see radio billing in 1952 at least equal the 1951 radio figure and possibly exceed it."

Lee F. O'Connell, owner of firm bearing his name, Beverly Hills, Calif., predicts radio billings will be up 10% in first quarter compared to last year's period. "All indications," he said, "point to a very good sales picture in radio for 1952. Naturally, there will be some ups and downs but the overall average should be up 15% in spot billing."

"Radio, like other major media, has to be sold," is reminder of **George Dietrich**, Los Angeles manager, Keenan & Eickelberg.

"Having begun to sell itself again with renewed vigor, the results are obvious," he noted. "Business prospects for 1952 are brighter than at any time during the past 12 months. The medium is far from standing at the post in spite of the tremendous impact of television. Radio listening is up and the entire industry should enjoy a continued upsurge of new billing throughout 1952."

Mr. Dietrich estimated radio billings would be up 30% for the first quarter of 1952 over the first quarter of 1951.

First Quarter Predicted

The new year "will definitely be a bigger radio year than 1951," in the estimation of **Lawrence B. Krasner**, manager of the Los Angeles office of Forjoe & Co. and W. S. Grant Co. He predicted a 40% increase in first quarter radio billings over the comparable 1951 period.

"Many advertisers found radio values in major markets better than TV values," he noted, "and went back to radio. The secondary markets are really coming into their own, since most big city power stations no longer do an effective job in outside communities. All in all, after the TV scare, radio, both in primary and secondary markets, made a terrific comeback in 1951 and will continue in 1952."

William L. Wallace, West Coast manager of Adam J. Young Jr. Inc., commented, "I feel confident that 1952 will show at a minimum a 10% greater increase in billing. Medium budget advertisers, after venturing into television, have found that radio is still the medium of the masses and in 1952 are again allocating larger budgets to radio than they did in 1950-51.

"Other advertisers capable of maintaining television schedules have found that the loss of fringe markets and non-television areas have made noticeable changes in sales patterns. Both national and regional advertisers know that all markets are still LOCAL and each radio station with its programming geared to its individual community is still the way to tell them and sell them at the local level."

Radio billings will increase 10% and TV will remain about the same in the first quarter, according to prediction of **John D. Gale**, Los Angeles manager of Paul H. Raymer Co.

"The only problem with TV," he said, "is to find sufficient time to sell. Radio billing continues to increase because of this condition and for two other reasons: (1) many small advertisers who cannot afford to buy TV are finding that radio will do a very effective job for them and (2) advertisers using spot and network TV are supplementing these campaigns with heavy spot radio schedules—programs as well as announcements — in non-TV areas."

Slow Start Seen

Richard Hasbrook, manager of Los Angeles office, Avery-Knodel, observed, "1951 was an exceptionally good year for spot schedule placements from the Los Angeles area. We hit a peak in July, a tapering off in August, September and October and a slump in November and December. As far as 1952 prospects are concerned, we look for a slow start, an acceleration in April and a year-end total of approximately the same as 1951."

Stanley J. Reulman, Pacific Coast manager of The Katz Agency, said, "According to present indications, radio and TV volume during 1952 will remain approximately the same as 1951 unless there is an important change in the international situation."

He continued, "During 1951 several Southern California accounts who, in the past confined their distribution to primarily the western states, opened distribution in a number of eastern markets. If this expansion program continues, on the part of Southern California accounts, it seems apparent there will be a noticeable increase in the volume of business emanating from Southern California."

Cautious approach was taken by **Jess M. Laughlin**, Los Angeles manager of The Bolling Co., although he predicted radio billings would increase 5% and TV 15%.

"Any predictions I might make are based solely on the steady gains made by these two media in 1951 and are contingent on many intangibles," he said, listing, "our unpredictable administration, strikes, continued inflation, threat of wars, etc."

"However, if our manufacturers and retailers are to stay in business," he said, "they must advertise. Radio and television have long since proved that they can move merchandise."

Increase of 10% in radio and 25% in TV billings is expected by **Norman E. Noyes**, Los Angeles manager of The Branham Co.

"Drawing on all sources of authoritative information," he commented, "1952 should be the greatest period for production and volume of business ever realized. Applying this to our radio and television interest, I believe we may look forward to a mighty big year."

Harlan G. Oakes, head of Harlan G. Oakes & Assoc., Los Angeles, specializing in Spanish-language stations representation, predicted billings in that field would be up as much as 50%. Terming the Spanish language prospects "excellent," he noted that "is not a true picture for radio in general" however.

A 5% increase in radio and 20% boost in TV billings are expected by **Clark Barnes**, Los Angeles manager of Headley-Reed Co.

"In 1952, daytime selective radio

(Continued on page 72)

IN MONTREAL
it's
CFCF

Ask the man who knows best—the local advertiser on CFCF.

Best proof that he gets prompt action at the cash register is the fact that

Over a 3-year period local advertising on CFCF has increased 260%.

National advertisers, too, can bank on CFCF. For Canada's FIRST station has the *coverage*, the *listenership*, to do a real selling job in the rich Montreal market area.

CANADA'S FIRST STATION
CFCF

U.S. Representative—Weed & Co.

Representatives' Prospects

(Continued from page 71)

buying should more than offset the decline in Class A sales, if any," he said. "I also believe that TV billing will continue to rise steadily as this new medium continues to enlarge its audience."

Radio billings for the first quarter will be up 5% over last year's initial period, and TV will run about the same, in the view of **Lincoln P. Simonds,** Pacific Coast manager of Weed & Co. "It seems likely," he said, "that advertisers will spend more media money in '52 in an effort to hypo sales volume; higher grosses being a 'must' for higher taxes and sustained profits.

"Radio and TV should benefit most from increased expenditures, as competitively, both media are getting increasingly stronger as our industry sells itself and gets its 'light out from under the bushel.'"

Radio billings in 1952's first quarter are expected to be up 10% over that period in 1951, according to **Ray Rhodes,** Pacific Coast manager of Paul H. Raymer Co., San Francisco. TV boost prediction is 20%.

"Television can be held back by just one thing—lack of time to sell," he said, continuing, "More and more advertisers will buy radio on a selected market basis, in spite of network package deals and rate cutting. Two factors will contribute to radio's increase—growing Pacific Coast population and radio's new found faith in its own sales ability."

A 20% billing boost in radio is expected by **W. S. Grant,** president and general manager, W. S. Grant Co., San Francisco, who said, "We believe that radio and television will both show gains in '52 provided political and economic conditions remain approximately as is. Secondary market stations stand to show the largest gains in spot while AM stations in the major markets where there are TV stations will be hard pressed to show gains in our opinion.

"The trend of the NBC and CBS networks to enter the secondary markets through affiliates will have an important bearing on the strong increase in spot business which we predict in the outside markets."

Carlin French, vice president, H-R Representatives, Chicago, noted billings in 1951 were substantially larger than in the previous year. As one indication 1952 will be even better he said, "I was in the office one entire morning just taking orders over the telephone! One Chicago agency told me, for example, that it will buy 20% more spot next year."

"Some advertisers are realizing that television is not the answer to all prayers," he said "and are going back to radio spot. Reasons for this are the lack of spots and the higher cost of TV. One of our TV stations has four customers for almost every spot available.

"The tax situation also will have a strong effect on next year's business, as a lot of advertisers have discovered they can't keep excess money and will get a direct benefit from it by spending it on advertising.

Industry's Selling Job

"One of the main reasons that radio made more money this year, in my opinion, is the selling job the industry did on its own medium after the NARTB convention in Chicago last spring. They started to fight and a lot of advertisers were re-sold on radio and came back in."

Gerald N. Gunst, manager, The Katz Agency, Chicago, noted:

"Although 1950 was a peak year for AM spot, overall billings for 1951 also have been extremely good. There was a general and distinct pickup in spot starting late spring and early summer, with a lot of buying. We expect this volume to continue in 1952.

"Television, of course, is going like a house on fire, with no end in sight. Next year will be even better than this," he stated.

Hal Holman, Hal Holman Co., Chicago, observed:

"It is a known fact that since the early days of publishing and advertising, no new advertising medium . . . has ever displaced another existing medium and each medium has taken its particular niche in the national economic scene. It seems now that television will fall into the same classification.

"Based on 1951 experience, radio broadcasters who fear serious inroads by television, can feel that AM is not only here to stay but has increased in many instances over 1950. This has been virtually true of every year since radio was founded. Many stations this year showed an increase in both local and national business.

"The outlook for 1952 is more of the same, depending of course on the efficiency of station operation by management and good programming."

Southwest Outlook

In the Southwest, **Clyde B. Melville,** owner of firm bearing his name, said, "Overall prospects for '52 . . . are for increased business in the radio field. As between radio and TV, there has developed a more balanced viewpoint, rather than a former tendency to throw all dollars into TV.

"Markets of so-called secondary consideration are receiving more study and more volume of business in AM radio."

Mr. Melville noted many AM dollars "are coming back that were in TV." He saw "definitely an up trend in AM as far as money to be spent next year compared with this last year."

He predicted radio billings would be up 10-15% for the first quarter with TV up an undetermined amount.

"There isn't any question but what advertisers are reaffirming their faith in radio by continuing their schedules and in many cases increasing them, both in TV markets and non-TV markets where cuts had been made to permit bigger budgets in TV," according to **Fred L. Vance,** manager of the Dallas office of O. L. Taylor Co. "Also," he noted, "radio advertisers are beginning to appreciate more and more the advantages they can receive by using radio in secondary markets, like Abilene, Tex., and Austin, Tex., instead of depending on powerhouse stations in big cities."

He predicted a 10% increase in radio billings.

Radio billings will continue the same but TV will be up about 50%, according to **David Rutledge,** manager of the Dallas office of The Katz Agency.

"TV looks awfully good," he said, and "radio doesn't look quite so good, primarily because of TV. Indications are network business will drop in radio and spot will increase. In the Southwest, with the regional and small advertisers, radio looks good because of the high cost of TV."

Radio billings will be up 10% and TV up 33% in view of **George T. Harding,** manager, radio division, Branham Co., Dallas. He said:

"Unless some unfortunate world condition arises, it is believed that radio and TV billings will continue good through 1952. This is particularly true in the Southwest, where many new firms have been established and many new branches of national concerns, with increased sales staffs, should be good insurance of better radio and TV billings in 1952."

Previewing the Canadian market, **Ralph Judge,** sales manager, H. N. Stovin & Co., Toronto, predicts first quarter radio billings will be above those of 1951's comparable period.

"All the usual indications," he said, point "to a most successful year for national sale of radio time in 1952. Our future bookings in relation to first quarter of 1952 are comfortably in excess of same period of 1951. The fact that a considerable number of clients new to radio have been sold on the medium within the past year with highly satisfactory results is contributing to the optimistic outlook for 1952. In almost every instance renewals of these original contracts have been secured.

"Tangible evidence of extended schedules embracing additional and more heavily concentrated placements give assurance of continuance of the trend. National advertisers are placing increasing reliance and confidence in locally produced shows. They have realized the logic of the suggestion and tailormade productions based on tested and proven acceptance gained through consideration of the listeners, choice in each specific region.

Steady Contracts

"Many of the locally produced programs on Stovin-represented stations have been airing continuously for years and are still sponsored by the original sponsors. This procedure certainly contributes to steady bookings for the stations.

"There are very few signs of any immediate deterring effect for radio by TV in Canada. It is true interest of the public is now keene in TV, but a great part of this is still in the curiosity stage. There appears to be no burning desire for this new medium which even mildly approaches the fever of radio listening throughout most of its existence. It is improbable that TV in Canada will become a serious threat to commercial radio within the next few years at any rate."

Radio billings for the first quarter are expected to be up to 25% over the initial period of last year, according to **A. A. McDermott,** manager of Radio & Television Sales, Toronto.

"Metropolitan radio business should be up at least 20% in 1952

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

said, "based on increase in 1951. ere are many big radio budgets being discussed because firms e beginning to realize they have go out and sell today. British ms moving into Canada are also vinced that radio is the way to ak into the Canadian market this accounts for some new siness in 1952.

With CBC planning to drop e daytime commercial network ws, there is more inquiry for ional daytime networks and spot siness. The largest food and soap rtisers are buying more time looking for new local shows."

There is a terrific swing to se- ive radio," according to **John egale**, manager, station time di- ion, All-Canada Radio Facilities , Toronto, "with agencies be- ning to realize they can do a ter job for their clients through ective placement of programs announcements. It will not be till the SRO sign is out in adian major market stations."

There is more attention to better gramming for the listener ben- There has been an increase in past year in use of selective grams over spot announcements Canadian advertisers.

According to **Jack Slatter**, man- er of Radio Representatives Ltd., ronto, "1951 has been the boom r and everything points to 1952 tinuing as good. There is a tend- y for advertisers to use more all live local talent shows, cater- to local demand which the sta- operators know best, rather depending on shows picked by city agency executives. Smaller ions have come into their own use more and more national nsors are looking for programs h pin-point to local tastes. re is a shortage of time on er market stations. In spot an- ncements, dramatized spots are popular and there is more right selling in announce- ts today."

25% boost in radio billings for first quarter over that of last r's period was estimated by **. Alexander**, owner of Toronto resentative bearing his name. dications are that business next r will be over 1951," he said, cording to existing commit- nts. Small market stations are being used in greater numbers use of community distribution. idea that major market sta- s cover the province is now out, advertisers are noting a drop ales when they do not use local ions. The small market stations, which I represent 12 through- eastern Canada, are about 80% out locally and nationally."

KLIX
IS KLICKIN'

DAYTON (Ohio) Advertising Club heard a local boy who made good when Frank Stanton (seated), CBS president, spoke before the club earlier this month. Mr. Stanton was introduced by J. Leonard Reinsch, managing director, James M. Cox stations, which include WHIO-AM-FM-TV Dayton.

Advertisers

(Continued from page 28)

not give any figures, it is understood in trade circles the company spent well over $1 million for advertising in 1951, with radio getting an overwhelming share.

R. J. Piggott, advertising manager of Grove Labs., said prospects for 1952 are excellent but radio-TV plans aren't available because the fiscal year ends in April.

Dr. Pepper Co. looks for a good year and "use of radio will be up sharply," according to A. H. Caperton, advertising manager. The company has renewed Ted Husing on CBS and starting Dec. 28 will be on the air Fridays at 8 p.m. Dr. Pepper is limiting use of TV to spots and special local shows in selected markets.

Look and *Quick* magazines plan identical circulation budgets with those of 1951 but no advertising figures are available.

F. A. English, vice president of Planters Nut & Chocolate Co., proposes to spend $1,300,000 on advertising in 1952, same as in 1951. The bulk will go to national magazines, with four-color copy, with "some portion going to radio and television."

Greyhound's plans for radio and TV in 1952 are not fully completed, according to its agency, Beaumont & Hohman.

Kirk L. Billings, advertising director of Emerson Drug Co., said the sponsor will increase spot radio and TV expenditures in the first 70 markets. No network radio or TV will be used, however.

Admiral Corp. sent $2 million for television advertising in 1951 and 1952 expenditure will be about the same, with $2,500,000 going to national magazines and $3 million to newspapers. Richard A. Braver, vice president-electronics, said 1952 TV output should match 1950, with about 5 million units to be produced barring all-out war or further restrictions on supplies of raw materials. In that event, the firm's military business would take up any slack, he explained.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., sees a ready market for all TV and radio sets produced in 1952. Greatly increased demand for TV is expected when the freeze ends along with steady improvement in the art. Mr. Abrams expects 1952 to be a better year than 1951.

Lambert Pharmacal Co. looks for an excellent year in 1952, said John Shiell, sales manager. A fourth of the national advertising budget will go to TV and 75% to magazines. Lambert sponsors *So You Want to Lead a Band* for Listerine toothpaste. Total advertising budget runs about $3 million.

Ford Plans Increase

Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., indicated the company will increase overall advertising budget to provide for extra coverage needed in introducing three completely new lines of automobiles. In addition it has started an institutional campaign, "The American Road," supplementing regular product advertising.

W. A. Sheaffer Pen Co. looks for increased sales in 1952 but has no radio or TV plans at the moment, said Karl F. Dinnauer, advertising manager.

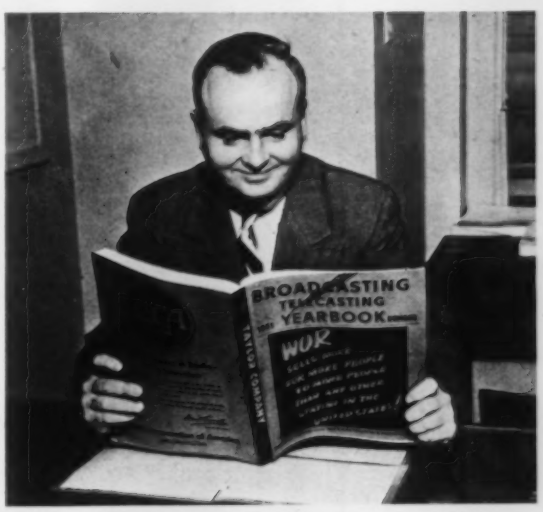
D. M. Purpus, advertising manager of Western Auto Supply Co., said the company is using radio and TV only "on a very selected basis" with $10,000 covering the 1951 expenditure. Plans for 1952 will follow the same formula.

Harold L. Schafer, president of Gold Seal Co., said the company spent about $75,000 for radio and TV in 1951 but has no commitments for the media in 1952. He described business prospects as steady.

Paul S. Willis, president of Grocery Mfrs. of America, declared the war situation, inflation, tax trends and price controls are uncertainties having a very definite bearing on the food industry next year. On the whole, 1951 was a good year in the food and grocery industry from the standpoint of the farmer, manufacturer and consumer, he said.

Gwilym A. Price, president of Westinghouse Electric Corp., anticipates deeper cutbacks on civilian goods output in the first six months of 1952, with the situation starting to improve by fall as scarce materials become more readily available or substitutes are developed, barring all-out war. Westinghouse has been expanding its plant rapidly. Output of consumer products was down only 10% from the record year of 1950, he said, despite the fact that 40% of unfilled orders are for direct defense needs.

What's he looking at?



Charles Wilds, N. W. Ayer, is looking at a list of radio advertisers . . . *OR, your advertisement in the* BROADCASTING Yearbook.

TRANSIT RADIO

SCOTUS to Hear in March

ARGUMENT on the legality of transit radio will be heard by the Supreme Court the week of March 3.

Briefs by the interested parties must be filed the week of Feb. 11, with answers required the week of Feb. 18.

Parties in the case are Washington Transit Radio Inc. (WWDC-FM), Capital Transit Co. and the District of Columbia Public Utilities Commission. Opposing them are Washington attorneys Franklin S. Pollak and Guy Martin.

On appeal is last June's ruling by the U. S. Court of Appeals that transitcast commercials and announcements are illegal [B • T, June 18, 11]. Also at issue is the broadcasting of music and non-commercial announcements to transportation vehicles. The Supreme Court included those issues when it granted writ of *certiorari* last October [B•T, Oct. 22].

Decision is expected near the end of the Supreme Court session early next summer.

Fortnight ago SCOTUS denied a petition to enter the case *amici curiae* presented by WKRC-FM Cincinnati, KCMO-FM Kansas City and KXOK-FM St. Louis. Attorney Robert W. Patterson, ex-Secretary of War, represented the unsuccessful petitioners.

FOR FINEST TAPE RECORDING
KTRN
Wichita Falls, Tex.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
For new catalog — write
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

DECEMBER 14 THROUGH DECEMBER 20

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 14 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KDSX Denison, Tex.—Mod. CP authorizing frequency change, change in hours of operation, DA, etc.

KSRT Beverly Hills, Calif.—Mod. CP, as mod., new FM station, for extension of completion date.

AM—1150 kc

KNED McAlester, Okla. — CP to change from daytime to fulltime with 1 kw D, 500 w N, DA-N.

Renewal of License

Following stations request renewal of license:

KMJ-FM Fresno, Calif., WAAT-FM Newark, N. J., and WRFL(FM) Winchester, Va.

Application Returned

KRAI Craig, Col.—RETURNED application for transfer of control Northwestern Colorado Bcstg. Co. to George O. Cory through sale of 16,000 shares of common stock (50%).

December 17 Decisions . . .

BY THE SECRETARY

Granted CP for CP

KOKH Oklahoma City, Okla.—Granted CP to replace CP new noncommercial educational FM station which expired Nov. 13.

Granted Modifications

WCBS-FM New York—Granted mod. CP for changes in FM station to change ant. gain and trans. output to 2.45 kw.

WOUI Athens, Ohio — Granted mod. CP to change frequency of noncommercial educational FM station from 88.1 mc. to 91.5 mc. (Ch. 218).

KLIX Twin Falls, Idaho — Granted mod. CP for extension of completion date to 12-15-51; cond.

WDMJ Marquette, Mich. — Granted mod. CP for extension of completion date to 12-31-51; cond.

Granted STA

WCBS-TV New York—Granted STA for commercial operation at Empire State Bldg. in accordance with current CP, except vis. trans. output of 5 kw and aur. of 2.5 kw; with nominal carrier frequencies to be 10.5 kc's above normal carrier frequencies for channel period ending no later than June 14; subject to final action taken by Commission in television proceedings.

Also, granted mod. CP to install new trans. and extend commencement and completion dates to 2-12-52 and 8-12-52, respectively.

Granted Modifications

KE2XHY (Edwin H. Armstrong), Alpine, N. J.—Granted mod. CP for extension of completion date to 6-19-52.

WKIN Kingsport, Tenn.—Granted license new AM station; 1320 kc, 1 kw, daytime.

Granted CP

WMGR Bainbridge, Ga.—Granted CP to change trans. and main studio location; cond.

Put in Pending File

Radio Norwich Inc., Norwich, N. Y.—Placed in pending file application for new AM station on 1010 kc, 500 w, daytime pending ratification of new NARBA.

Granted License

WOOD-TV Grand Rapids, Mich. — Granted license TV station and to indicate designation of trans. location.

KOB-TV Albuquerque, N. M.—Granted license TV station and to designate studio and trans. locations.

WLAV-FM Grand Rapids, Mich. — Granted license new FM station; 96.9 mc., 1.75 kw, ant. 210 ft.

KOZY Rapid City, S. D.—Granted license for changes in FM station; 94.7 mc. (Ch. 234), 25 kw, ant. 390 ft.

KFUO-FM Clayton, Mo.—Granted license new FM station; 99.1 mc. (Ch. 256), 6.7 kw, ant. 260 ft.

KNCM Moberly, Mo.—Granted license for CP which replaced expired CP for frequency change and hours of operation; 1230 kc, 250 w fulltime; cond.

WIRO Ironton, Ohio—Granted license new AM station; 1230 kc, 250 w, fulltime.

WFMW-FM Madisonville, Ky.—Granted license for changes in FM station; 93.9 mc. (Ch. 230), ERP 2.5 kw, ant. 375 ft.

WEWO-FM Laurinburg, N. C.—Granted license for CP authorizing reinstatement of CP for FM station; 96.5 mc. (Ch. 243), 9.2 kw, 215 ft.

JOIN ZIV SALES

Four Are Appointed

FOUR new sales representatives have been appointed by Frederic W. Ziv Co., producer of transcribed-syndicated radio programs for local and regional sponsorship.

Frank L. Sheehan, Seattle, has been named to the Oregon and Washington territory. Mr. Sheehan at one time was executive with the Seattle Baseball Club and account executive with Totem Broadcasters Inc.

William R. Dothard, assistant sales director for WFBR Baltimore, has been named for the Baltimore-Washington, D. C., area.

Morton G. Brandes, assistant to the publisher of the Philadelphia *Daily News*, will handle the eastern Pennsylvania region. Previously he was a salesman with R. H. Donnelley Corp. for 10 years.

Harold Winther, sales manager of KEYD Minneapolis, will handle southeastern Minnesota. Mr. Winther has been salesman for WDGY Minneapolis, sales manager for KVCV Redding, Calif., and general manager of KWNO Winona, Minn.

December 17 Applications . . .

ACCEPTED FOR FILING

License for CP

WCPM Cumberland, Ky.—License for CP, as mod., new AM station.

WAKU Latrobe, Pa.—License for CP as mod., new AM station.

AM—960 kc

WATS Sayre, Pa.—CP to change frequency from 1470 kc to 960 kc.

December 18 Decisions . . .

COMMISSION EN BANC

Annual Financial Report

FCC authorized filing with Commission only one copy of annual financial report Form 324 for 1951. Form is required to be filed for each station and in addition, licensee having more than one station must file combined report.

Action taken does not change present requirements as to persons who are required to file or as to information to be filed. Form will carry instructions reading "Only one copy to be filed" instead of the previous instructions which read "All reports must be filed in duplicate." Copies of form, for filing with Commission and for retention by respondent, will be mailed to licensees within a few days.

Granted Authority

KERN-FM Bakersfield, Calif.—Granted special experimental authority to operate station by remote control from trans. of KERN without licensed operator in attendance at KERN-FM trans. for period ending March 1; cond.

KPFA (FM) Berkeley, Calif.—Granted special temporary authority for period ending March 12 to provide FM program service using former KSFR facilities, as follows: 94.1 mc. (Ch. 231), ERP 15.8 kw, ant. 1,330 ft.

KYBS (FM) Dallas, Texas—Grant extension of authority to remain silent additional period of 30 days from Jan. 26 pending reorganization. Station to resume broadcasting without FCC authorization if reorganization results in transfer of control.

WEXI (FM) St. Charles, Ill.—Grant extension of authority to remain silent 90 days from Dec. 17, pending reorganization and formulation of future plans for station. Station not to resume broadcasting without FCC authority if reorganization results in transfer of control.

Granted Changes

Following stations were granted changes in existing facilities as shown:

KXEL-FM Waterloo, Iowa — Change ERP from 17.5 kw to 10.5 kw; ant. from 60 ft. to 490 ft.

WMCF (FM) Memphis, Tenn.—Change ERP from 260 kw to 320 kw; ant. from 590 ft. to 520 ft.

Granted CP's

Following were granted reinstatement of expired CP's for FM stations on channels formerly assigned and each to bear expiration dates of six months from date of grant:

WGNR-FM New Rochelle, N. Y., WRCM New Orleans, La., and WMIT Yancey County, N. C.

WOKY Milwaukee, Wis.—Granted CP to increase power from 1 kw-D to 1 kw-D on 920 kc with 1 kw-N; engineering conditions including permit to accept full responsibility for installation and adjustment of such filter systems or other equipment necessary at WOKY and/or WISN, Milwaukee, to eliminate adverse effects on either station caused by cross modulation effects and/or re-radiation problems due to proximity of trans. sites, and permittee agrees to make field measurements and other checks on operation of WISN both prior to commencement and after completion of construction as are ne-

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CONSULTING RADIO & TELEVISION ENGINEERS

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National Press Building
Labs and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

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Washington 4, D. C.
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
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WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

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26 Years' Experience in Radio Engineering
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McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
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WELDON & CARR
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Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
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E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
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MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
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CONSULTING RADIO ENGINEERS
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DALLAS 5, TEXAS
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917 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
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Member AFCCE

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ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
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GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

ary to show operation of ant. system been unaffected, or if affected, has en satisfactorily adjusted.

KLIF Oak Cliff, Tex.—Granted applition to change location from Oak ff to Dallas, Tex.

KTOE Mankato, Minn.—Granted CP increase power from 1 kw-D to 5 -D on 1420 kc with 1 kw-N, and stall new trans., subject to applicant reeing to satisfy all legitimate comaints of blanket interference occurg within 250 mv/m contour.

Brightmoor Pentacostal Tabernacle, troit, Mich. — Granted authority to nsmit programs to station CKLW ndsor, Ontario, Canada, each Sun. m 7:30 to 8:00 p.m., EST.

KGIB Bremerton, Wash. — Granted tension of authority to remain silent days from Dec. 7 pending sale of ation. Station not to resume broadting without prior FCC authorization if reorganization results in transfer of control.

December 18 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WRSW Warsaw, Ind. — Mod. CP, as mod., authorizing new AM station, for extension of completion date.

KTBI Tacoma, Wash.—Mod. CP, as mod., authorizing frequency change, power change, DA-N, etc., for extension of completion date.

Modification of License

KTBS Shreveport, La.—Mod. license to change name from Radio Station KTBS Inc. to KTBS Inc.

Extension of SSA

KOB Albuquerque, N. M.—Extension of special service authorization to operate on 770 kc with 50 kw-D, 25 kw-N, fulltime, using trans. authorized under CP, beginning Mar. 1.

AM—550 kc

WELL Battle Creek, Mich. — CP to change frequency from 1400 kc to 550 kc and increase power from 250 w to 1 kw, install DA, etc.

License Renewal

Following stations request renewal of license:

WSB-FM Atlanta, Ga., KSWI-FM Council Bluffs, Iowa, and WIS-FM Columbia, S. C.

Application Returned

Merchants & Farmers Station, Raleigh, N. C. — RETURNED application for new AM station requesting 1440 kc, 500 w-D.

December 19 Decisions . . .

BY COMMISSION EN BANC

KWEM West Memphis, Ark.—Granted renewal of license.

WASH (FM) Washington, D. C. — Granted renewal of license.

By Comr. Frieda B. Hennock

Western Bcstg. Assoc., Modesto, Calif. —Granted petition requesting dismissal without prejudice application.

Southland Bcstg. Co., Frequency Bcstg. System Inc., Shreveport, La. — Granted petition insofar as it requests dismissal of application for assignment of CP of KCIJ and denied insofar as it requests dismissal to be *without prejudice*.

Resort Bcstg. Co., Hot Springs, Ark.— Granted petition requesting Commission accept late appearance in proceeding upon its application and that of Springhill Bcstg. Co., Springhill, La.

Radio Reading, Reading, Pa.—Granted petition for extension of time from Dec. 14 to Feb. 1 in which to file exceptions to initial decision released in proceeding upon its application.

WBBB Burlington, N. C.—Corrected order of Dec. 7 to show application was removed from hearing docket.

By Hearing Examiner Elizabeth Smith

KJAY Topeka, Kan. — Granted petition of Nov. 27, as supplemented on Dec. 7, to reopen hearing record in proceeding re its application for CP; stipulation as to engineering facts attached to supplemental petition made part of record and record again closed.

WVOP Vidalia, Ga.—Granted petition to amend application to show changes in construction costs, programming and staffing plans for operation proposed.

By Hearing Examiner Basil P. Cooper

WFTC Kinston, N. C.—Ordered further hearing in application of WFTC for CP be held on Dec. 20 in Washington.

By Hearing Examiner James D. Cunningham

WKOW Madison, Wis.—Granted petition to accept notice of appearance in proceeding re application filed Nov. 30 four days after expiration of time provided in Commission's rules; petitioner's notice of appearance accepted.

(Continued on page 79)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: General manager for mid-western radio station. 35,000 town. One who wants to locate and rear his family in a small community. Salary and share in profits. Education and experience necessary. Answers strictly confidential. Box 721L, BROADCASTING.

Wanted: Station manager with successful record. Send picture, references, biography to H. R. Winsor, WBYS, Canton, Illinois.

Salesman

Salesman-commercial manager, single station southern market, 1000 watt daytime. Commission on gross income. Box 770L, BROADCASTING.

Outstanding opportunity for a successful, imaginative and aggressive salesman whose record qualified him to become sales manager of this 5000 watt basic network affiliate in a major northeastern market. The man we want will not only help and direct a sales staff but will, himself, become top producer. Personal interview necessary. Write full details to Box 775L, BROADCASTING.

Excellent opportunity for salesman who knows radio and value of account servicing. Good draw against 15%. Send complete details, air mail. P. O. Box 112, Gloversville, New York.

Salesman, for southern California independent. Excellent spot for conscientious, cooperative man. Unlimited opportunity. KCSB, Box 269, San Bernardino, California.

Salesman—Opening in rich Fox River Valley area. Prefer man state Wisconsin, near middlewest. Salary plus commission. Send complete letter Commercial Manager, WHBY, Appleton, Wisconsin.

Announcers

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Sportscaster, experienced recreation, baseball, football, also news, staff for employment next spring. Hawaii. Write full details, references, Box 564L, BROADCASTING.

Upper midwest 1 kw CBS affiliate needs staff announcer. Prefer 1-2 years experience. Send letter, photo, audition recording. Immediate opening. Box 712L, BROADCASTING.

Morning man needed for 5000 watt midwestern network affiliate. Need man who can take off where present morning man leaves and build still further. One who has personality, selling ability on the air, complete knowledge of music, control board operation. One who can cooperate with management. Write giving complete background, photo and disc or tape sample of work, all replies confidential. Write Box 752L, BROADCASTING.

You'll learn more good radio than you thought possible and receive good pay if you're a good deejay or can be developed into one. One opening only in important market and audience leader station. Send disc, photo, tape to Box 755L, BROADCASTING.

Announcer, experienced, good staff and deejay, $60.00 weekly. When replying, give experience and educational resume, phone number. Box 767L, BROADCASTING.

Experienced announcer for 1000 watt southern station. Send disc and details. Box 771L, BROADCASTING.

Help Wanted (Cont'd)

Immediate opening, two combination men, strong on announcing, salary $80.00 weekly to start, $90.00 in 60 days, 50 hour week. 1 kw fulltime Mutual outlet, call or wire Cleve Griffin, Manager, KIOX, Bay City, Texas.

Long pay—short hours! One of nation's most prosperous small market daytime independent stations located in booming west Texas city eight thousand population will have opening after January 15 for announcer with first ticket. Six day work week requiring fifteen to twenty-five hours assisting announcing. We maintain three tickets for twelve hour daily operating schedule and six qualified microphone men. Preference given applicants now employed southwest. Salary scale minimum three hundred monthly and up depending application on job. This is five station connection where opportunity exists for those who are congenial, wish to apply themselves, stay permanently and grow with us. All letters of inquiry answered. If acceptable traveling expenses paid. Send details and audition disc, wire or tape to Manager, KTFY, Brownfield, Texas.

Wanted: Two combo men by January 22. Forty hour week. Salary $45.00 to $65.00, commensurate with ability. WACA, Camden, South Carolina.

Announcer-engineer for Mutual outlet, 40 miles Atlanta. Send disc and details. WBHF, Cartersville, Ga.

Announcer wanted, interested in announcer for regular staff work, prefer residence of N. C., S. C., or Virginia. Contact Allan Wannamaker, Radio Station WGTM, Wilson, N. C.

Need experienced announcer. Start $60.00 per week with advancement. Good place for right man. No drifter, capable, clean, sober, good fish'n hunting, contact immediately WMGR, phone 777, Bainbridge, Ga.

Announcer-engineer, first phone. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Dual network station, TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Miss.

Wanted: Announcer with 1st class phone ticket to open with new station at Aberdeen, Mississippi. Available approximately 15th of January. Contact Joe Phillips, Starkville, Mississippi.

Wanted: Combination announcer-engineer. New 1000 watt modern station going on air about January 1st. $70.00 per week. Car necessary. Contact Keith Moyer, WTIM, Taylorville, Illinois.

Wanted: Announcer with 1st class phone ticket. Opportunity to attend Mississippi State College on off hours. Needed at once. WSSO, Starkville, Mississippi.

Technical

Combination announcer-engineer wanted for chief engineer's job by station in Hawaii. Good, permanent position for the right man. Experience in maintenance of speech and RF gear essential. Preference given to experienced small station chiefs. Send full details plus audition tape to Box 765L, BROADCASTING.

Engineers, 1st class ticket. Call Cloverdale 7-0172 Brooklyn.

First class engineer, immediate opening, $65.00 for 40 hour week. Permanent position. Contact Paul C. Kelley, WCSI, Columbus, Indiana.

Wanted—engineer with first class license. Contact WDAR, Savannah, Georgia.

Help Wanted (Cont'd)

Have immediate opening for transmitter operator. Experience not necessary. Prefer single man. Call 5252, WEPM, Martinsburg, W. Va.

Engineer-announcer with first class license. Good pay and working conditions. Accent on announcing. If you're a top announcer, you are our man. Write full details, experience, salary, etc. John Garrison, WFUN, Huntsville, Ala.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Will train inexperienced licensed engineer for 6 a.m. to noon announcing shift. Good future, guaranteed housing. 250 Mutual near seashore, good hunting, fishing. Immediate opening. Air mail details WHIT, New Bern, N. C.

Wanted engineer, AM and FM NBC affiliate WKPT, $1.50 per hour, Kingsport, Tennessee.

Modern progressive station in heart of Lake Erie vacation land has permanent position for engineer. Excellent salary and generous vacation plan. Contact Chief Engineer, WLEC, Sandusky, Ohio, immediately.

Wanted: Engineer with first phone; plus topnotch radio salesman. Contact John Struckell, Radio Station WOND at Pleasantville 3971 in Pleasantville, New Jersey.

First phone transmitter operator. WSYB, Rutland, Vermont.

Engineer or announcer-engineer, immediate opening, WVOS, Liberty, N. Y. **Radio test technicians** and radio test engineers for alignment, test and trouble-shooting of complicated radio equipment. These jobs require thorough theoretical knowledge and extensive experience in practical radio. Pay is excellent (many technicians earn up to $120.00 a week), working conditions are of the finest, opportunities for advancement are good and you'll like the employee benefits. All this plus the opportunity to work in the finest city in the midwest! Write for an interview or send resume of qualifications to B. V. Mayrhauser, The Turner Company, 909 17th St., N. E., Cedar Rapids, Iowa.

Production-Programming, Others

Seasoned newsman. Assist news editor. Rewrite, gather, edit, broadcast. Permanent, good future right man. 5000 watts. CBS affiliate, northern New England. Box 738L, BROADCASTING.

Have immediate opening for good sound continuity writer male or female. Want person who will stay put. Salary in line with ability. This job in Iowa. Answer Box 762L, BROADCASTING.

Wanted by Wisconsin network station: Young man or woman capable of writing news and continuity. Some experience preferred. Air work not necessary. Heavy on continuity. Box 764L, BROADCASTING.

Program director for 1000 watt southern daytime station. Send disc and details. Box 772L, BROADCASTING.

Woman copywriter, experienced, attractive and capable of calling on clients. Excellent working conditions and continuous chance for promotions. Wire or write WDYK, Cumberland, Maryland.

Help Wanted (Cont'd)

5000 watt ABC affiliate needs traffic manager, experienced in network schedules, along with program and production training. Also will have opening for secretary with merchandising experience in national sales department. Both positions available January First. Address applications to Robert R. Feagin, WPDQ, Jacksonville, Florida.

Wanted: Experienced news man, to write. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Experienced commercial copywriter. Also do traffic work. In reply include sample commercials, photo, details of experience. WVSC, Somerset, Pa.

Television

Technical

Wanted—TV chief engineer. Man must be able to take over operating station completely. Box 580L, BROADCASTING • *TELECASTING.*

First class operator for television. Must have first class license. Wonderful opportunity. Contact D. T. Layton, Chief Engineer, WKTV, Utica.

Production-Programming, Others

Wanted—TV production chief. No live. Man who can handle all phases of film, slide scheduling, etc. Must be willing to dig in, work hard. Right man can have unlimited opportunity. Box 576L, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

General-commercial manager with six years experience, interested in 250 to 1000 watt south, southwest, or low midwest. Must be able to invest. Now employed. Box 753L, BROADCASTING.

Announcers

Basketball play-by-play man available immediately. One of nation's best. Seven years experience in metropolitan area. Excel in basketball, baseball and football. Excellent voice. Fine references. Desires AM or TV station strong on sports. Veteran, 30, college grad. Confident my air checks will convince you. All offers considered. Box 657L, BROADCASTING.

Korean combat correspondent wants western morning job. 25, married. Booming voice sells news, records. 3 years experience, best references. Box 754L, BROADCASTING.

Announcer, 24, veteran, draft exempt, three years experience. College graduate. Experienced all phases. Currently employed 5 kw network. Available after January 1. Box 756L, BROADCASTING.

Discaster - announcer, experienced, available now. Showmanly, eastern net affiliate preferred. Box 757L, BROADCASTING.

Fully experienced announcer desires advancement. Now employed home state Wisconsin. Have major market personality and voice. Have ticket. References. Box 761L, BROADCASTING.

Announcer. First phone license. Strong on sports, news. Presently employed KLAC, Hollywood as writer, partime announcer. Desires more air time. Go anywhere for good deal. Box 782L, BROADCASTING.

Metropolitan areas. Versatile, first rate announcer. Long list of commercial successes. Excellent background, experience, references. Doing well, but seek large station break. Friendly "personality" type, specialize in DJ, sports, emcee. Highest ratings in area. Worth top salary. Executive experience. Write Box 766L, BROADCASTING.

Baseball play-by-play announcer for radio or TV. 10 years experience in minor and major league ball. There are three things that I can promise you from my past experience. The listeners will be satisified with my play-by-play accounts of the games. The sponsor will be satisfied with the manner in which I "sell" his merchandise. The ball club will be satisfied with the way I sell baseball to the public. Triple A or major leagues only. For full information and discs write Box 768L, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-engineer, first phone. Voice strong and pleasant. Good on DJ, ad lib, news and commercials. Tape available. Box 769L, BROADCASTING.

Announcer, draft exempt, 3½ years experience, with third class license. Can operate console. Here's your personality morning man, news, commercial and play-by-play baseball and football. Also direct program schedule. Available on trial period. Box 776L, BROADCASTING.

Help! Young announcer desires position. Proficient in sports, DJ work, newscasting and straight announcing. Can also handle control board. Good education. Veteran, draft exempt. Box 777L, BROADCASTING.

Announcer. License. Experienced. Live wall only. Transportation must be guaranteed. D. Kent, care Malagon, 54 Amsterdam Avenue, New York City.

Announcer — single, 28, attended M.S.R.A. Hollywood and RCA Institute, New York. Disc available. Leeds Scofield, 33-40 81st Street, Jackson Heights 72, New York.

Technical

First class phone: Desires experience FM-FM station. Age 25, draft exempt. Sidney Epstein, 111 Tudor Place, Bronx 52, New York.

Attention progressive midwest stations: First class engineer, chief engineer with fifteen years experience desires responsible position. Box 760L, BROADCASTING.

Production-Programming, Others

Program director, 8 years experience including announcing, production, promotion, sales aid training. Will change for better salary. Box 708L, BROADCASTING.

DJ currently employed in 5 station city. Top Hooper. Same city 3 years. 5 years announcing, program experience. Draft exempt. Interested in joining good sales or production team. Box 773L, BROADCASTING.

Creative copywriter, scriptwriter, producer and promoter, open for east coast position. Box 774L, BROADCASTING.

For Sale

Stations

50 watt with signal equivalent to 1000. Southwestern state. New equipment. $32,500. Should pay for itself in 3 years. Box 750L, BROADCASTING.

Local fulltime network station heavy in contracts, good will in growing exclusive market. Comfortably in black with excellent future. Moderately priced for immediate sale. Box 751L, BROADCASTING.

Equipment etc.

One kilowatt Western Electric AM transmitter model 443-A-1, final tubes changed from Western Electric to RCA type 833-A. A Western Electric limiter model 1126-C includes 126-C limiter amplifier, 298-A control panel and 20-A rectifier. A Wincharger tower type 300 triangular, height 260', complete with type 300 M.M. beacon assembly, lighting wire, conduits and 375 feet open wire transmission line and tuning house components. Box 665L, BROADCASTING.

For sale: Twin-trax magnetape recorder by Amplifier Corporation of America, model 710-B. Good as new. $298.00. Box 759L, BROADCASTING.

Two Fairchild turntables complete less cabinets. $275. Chief Engineer, KCOH, Houston, Texas.

Priced to sell: 300 foot Andrews guide tower, lighting; ground system, 48,000 feet cooper wire; G. E. model-BT1a1 type BT1a FM transmitter, BM1A type monitor; parmetal transmitter cabinet; 24 by 30 by 20; consolette; KGKB, Tyler, Texas.

For sale or trade: 250 watt FM Gates transmitter in excellent condition. Will sell for a fraction of its value. Need tape recorder, distortion meter and audio oscillator capable of AM and FM measurements, or what have you? Write or call collect WCNT, Centralia, Illinois.

For sale: 500 W composite BC transmitter complete. Contact C. Chamberlain, WOHP, Bellefontaine, Ohio.

Complete equipment for 860 250 watts-all RCA selling best bid. Gerald O'Grady, North Adams, Massachusetts.

Wanted to Buy

Equipment etc.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 733L, BROADCASTING.

Wanted: 1 kw or 3 kw FM transmitter, state price, condition, age, Lee Hodges, Radio Station WCPS, Tarboro, N. C.

Wanted: 3 kw FM transmitter, antenna, monitors, transmission line, other equipment for complete FM installation. Must be real bargain for cash. Dixie Broadcasting Co., Jackson, Tennessee.

Will pay cash for good one kw transmitter, modulation and frequency monitor, two turntables and record library. What do you have? Write C. L. Graham, 1145 Walnut Street, Gadsden, Alabama.

Help Wanted

Announcers

DJ PERSONALITY WANTED

by Cleveland's only 24-hour news and music station. Here is an outstanding opportunity for personable DJ who can pitch on air, develop program, make personal appearances, promote himself and station. Salary plus talent. Applicants must be in by January 15. Man we want is undoubtedly employed but wants greater opportunities. Full information to:

Sam Sague, President
Radio Station WSRS
Cleveland, Ohio

For Sale

Equipment etc.

FOR SALE
Completely refinished 16 inch transcription filing cabinets $30 each crated F.O.B. Hollywood
16 inch transcription cabinets workable condition $10 each uncrated F.O.B. Hollywood
Standard Radio Transcription Services, Inc.
140 N. La Brea
Hollywood 36, Calif.

Employment Service

EXECUTIVE PLACEMENT SERVICE
for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.
HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

School

JOBS IN RADIO!
Become an announcer, writer, producer or sales manager.
Nearly fifty jobs now available for trained personnel. Write for information about professional accelerated and correspondence courses.
National Academy of Broadcasting, Inc.
3338 16th St., N.W., Wash., D. C.

301st ABC Affiliate

KMHL Marshall, Minn., has become the 301st ABC radio affiliate. It joined the network Dec. 15. Owned by the KMHL Broadcasting Co., the station operates fulltime on 1400 kc with 250 w. Gil Frayseth is station manager.

Film in '52

(Continued from page 48)

of filmed programs and reports the trend is strong enough to invite participation. He's optimistic about the future because of the things going on and the people getting into the field—television is getting geared for high powered advances, he feels. Pathescope Productions, in light of this, is expanding a little, but nevertheless wonders about one possible pitfall in filmed TV programs: What will happen if writers ask duplication of their fees for repeats of a program?

Morris Behrend, general manager of Sarra Inc., reports 1952 production as up 10%, to estimate it conservatively, and the year is going to be "as good if not better than 1951."

Trend in commercials, as he sees it, is toward simplification and greater dignity—omitting the variety that makes some commercials confusing. "This business of using all types of photography in one commercial is on its way out," he said, "You just cannot do it in 20 seconds."

Although emphasis on greater dignity may not be forthcoming so soon, it is a matter of concern to some producers, he said, and they *hope* to see it develop as quickly as possible. "The point remains," he observed, "that the best commercial is still the commercial that sells."

Sees New Techniques

James Gray, vice president of Gray-O'Reilly Studio, reports that production of TV commercials for 1952 promises to increase between 15% and 20%. Observing the trend toward greater use of film, Mr. Gray anticipates new techniques and technical inventions to facilitate that trend.

William Goodheart, president of Official Films, sees more production during 1952. Describing Official Films as "a new business under a new policy and a new management," Mr. Goodheart reports he is "very optimistic about the future—completely optimistic." His company is going ahead on the basis of complete volume, as a result.

Gene Autry, vice president of Flying A Pictures, Hollywood, said he has almost $2 million invested in the future of TV in the form of two 52 half-hour western series and another $500,000 in a new building. Mr. Autry said:

"Yes, I believe in TV, and I think that when the FCC lifts its freeze the growth . . . will be one never equalled before by any entertainment form. However, I don't concede radio to be dead. It will still be a strong factor next year as it was this. . . ."

Hollywood turned out over $4.5 million worth of TV film commercials this year and should produce about $10 million in 1952, **Harry W. McMahan,** executive producer, Five Star Productions, Hollywood, said.

"More commercials will be produced on film, higher budgets will be allocated. . . . Quality of commercials will continue to improve as agencies better understand the potential of the audio-visual medium and producers better understand advertising's needs," he said.

The film industry could use more advertising men in attaining this millenium and at least 10 more "advertising-wise" commercial film production firms are needed to handle increasing business, he believes.

Sol Lesser, board chairman of Peerless Television Productions, Hollywood, believes that "1952 will see many important motion picture people joining the television ranks and their contribution will add much to the rapidly developing economic importance of the new medium."

That talent will soon be an integral part of TV film production, he predicts.

Price and quality are the two factors which will serve to accelerate increased use of film on TV, in the estimation of **Peter M. Robeck,** national sales manager, Consolidated Television Sales (division of Consolidated Television Productions). Film producers are largely past the pioneering stage,

(Continued on page 78)

LIBERAL FINANCING
Arranged for

Eastern Network
$25,000.00 Down

A well established network operation, located in one of the very good radio markets in the east. This situation is profitable but it is definitely under-developed and offers a remarkable opportunity to an active owner-manager.

Midwest Independent
$15,000.00 Down

The only station in an attractive midwest city well removed from television. The market is basically agricultural and dairying—county retail sales are in excess of $20,000,000.00.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

Film in '52

(Continued from page 77)

he points out, continuing:

"From an advertiser's standpoint, TV film offers these advantages: Programs that can be beamed at 'wanted' markets and [those] that can provide top talent and production at costs that are reasonably stabilized while live program costs are on the increase."

Growth of the film TV industry in Seattle hinges heavily on the current FCC television station freeze, limiting the number of clients who can use it on the city's only video outlet, KING-TV. But **Vernon G. Witt**, manager of Criterion Films Inc., Seattle, reports larger '52 TV budgets in any event.

"When additional channels open in Seattle and adjacent centers, commercial film production activity will probably reflect" more advertising opportunities, Mr. Witt pointed out. Meanwhile, considerable interest in commercial films of a public relations and sales promotion nature has been shown.

"Everything points to 1952 as the biggest year yet for Hollywood's television film producers," **Don McNamara**, executive vice president of Dudley Television Corp., said. He cited a current rush of TV business and filming of 34 network TV shows in Hollywood now. As a result, key agency personnel are shifting to the West Coast and there is more production of filmed commercials as well.

"Tremendous steps forward" in manufacture of film for TV were predicted also by **Lee Savin**, executive producer, Interstate Television Corp. (subsidiary of Monogram Pictures Corp.). On advantages for sponsors, Mr. Savin said:

"Advantageous time buying is simplified by giving the sponsor the choice of telecasting his show when and where it is most desirable. Live shows and the unsuccessful kinescope can never offer the sponsor this flexibility, nor can the temporary lower costs of live shows overcome the residual rights of the producer and the sponsor in filmed shows."

Reports Film Spot Gains

Norman Lindquist, vice president and television director, Atlas Film Co., Chicago, reported "exceptional gains" in TV film spot business this year for his firm. Trend is to shorter spots and chainbreaks because of more frequent availabilities of shorter time slots, he said.

Straight-selling commercials rather than those using gimmicks are more in favor. Additionally, agencies are becoming more aware of film's advantages, writing better scripts and are collaborating more extensively with film firms, Mr. Linquist stated, adding, "The potential will be unlimited if the freeze goes off."

Jerry Campbell, partner in Campbell-Cahill Studio, Chicago, reported increased TV budgets, simple selling messages requested by clients and heavier demand for film spots.

"Costs are about the same as last year, although there was a large jump between 1949 and 1950. We have seen no pressure from our clients to put out cheaper work. Most of them and their agencies seem to want quality commercials, even if they are not the cheapest."

Capsuled comments from statements by other film producers follow:

Paul Thompson, Thompson Film Services, Seattle — "I'd venture there will be increased production in shorts for television. . . . The advertising agencies are just beginning to wake up to the astounding results that can be obtained by visual advertising. . ."

Adrian Weiss, Adrian Weiss Productions, Los Angeles—". . . A product identified with poor entertainment 'unsells' the public. . . . Sponsors are learning, too late, that bad shows and commercials are hurting their merchandise. Sponsors and advertising agencies must realize that good entertainment can't be produced at prices they are willing to pay. . . . TV needs top-notch entertainment for 1952 and the future. This is a 'must.' "

Guy V. Thayer Jr., Roland Reed Productions, Beverly Hills, Calif.—"Television-on-film production in 1952 will increase over that of 1951. . . . Eventually 65% to 70% of all television programming will be on film. . . . Only quality films will have a lasting place in television and . . . producers who ignore this fact will not survive."

Gil Ralston, Screen Televideo Productions, Hollywood — ". . . Television film production will expand materially in 1952. . . . (Yet) I do not believe that any of us should accept the locally fashionable deprecation of live television programming. Some of the greatest showmen in America are engaged successfully in live television. . ."

SOUTH CAROLINA Gov. James F. Byrnes (c), former U. S. Secretary of State and U. S. Supreme Court justice, switches on the transmitter at WORD Spartanburg, S. C. Looking on are Walter J. Brown (l), WORD president-general manager, and Federal Judge C. C. Wyche. Station now operates on new 910 kc with 1 kw [B•T, Dec. 17]. It formerly used 1400 kc, 250 w.

Rene Williams, Williams Productions, Hollywood—". . . I personally feel that the trend toward film will become more and more perceptible. . . . Encouraged by the dynamic payoff in the television field, I look for a tendency on the part of TV producers to raise their production budgets considerably. Generally . . . there will be a definite trend toward concentrating more production in Hollywood."

William F. Broidy, Wm. F. Broidy Productions, Hollywood—". . . We believe that 1952 will see a definite trend to more morning and early afternoon programming . . . a constructive and far-reaching trend that will satisfy the audience and advertiser alike . . ."

More Dominant Factor

Earl R. Collins, Hollywood Television Service Inc. (subsidiary of Republic Pictures Corp.)—". . . It is the concensus (of many leading telecasters) that film will more and more become the dominant factor. Television and movies in 1952 should gain the respect of the entire world—what a medium for public relations!"

Hugh Jamieson Sr., Jamieson Film Co., Dallas—"We expect a substantial increase in TV film business. . . . The business outlook is favorable . . ."

L. R. Shaw, Alexander Film Co., Dallas—". . . The outlook is healthy and business prospects most favorable. There is every indication of a bright sales picture."

Joseph Dephoure, Dephoure Studios, Boston—". . . Our business will hold the same level for the first quarter of '52 as it has in the past six months with an expected rise thereafter . . .

Maurice Master, Master Motion Picture Co., Boston—". . . Locally we expect more film programs as against live or network shows. The situation with respect to TV film commercials calls for a local low cost film service whereby 'specials' for the week' or showings limited to two or three times may be used. . . . The value of TV is lost by running the same commercial too long. . ."

S. W. Caldwell, S. W. Caldwell Ltd., Toronto, Canada—"There is no TV business in Canada as yet, but we are doing a certain amount of commercial film strips for Canadian advertisers to be used on border U. S. stations to reach the Canadian market. . . . We are doing an increasing amount of commercials. When Canadian TV starts, we are equipped to handle kinescope shows. . . ."

Joseph DeFrenes, DeFrenes Co., Philadelphia—"We expect our business to be up 25 percent for the first quarter of 1952. Based on the demand of the past few months we aim and expect to better in 1952 our percentage increase as compared to 1951. We expect television film advertising will also continue to increase in 1952."

Quality Improved

Louis W. Kellman, News Reel Lab, Philadelphia—"We expect our business to be up 15% for the first quarter of 1952. I believe 1952 will be very good for our film business. The quality of our motion picture production for television is greatly improved and we feel that a greater number advertising agencies will be using more prepared films. Live shows are too expensive and complicated while package film shows are simpler and more economical and agencies will be using more all the time. . . ."

Marc Frederic, Tee-Vee Co., Beverly Hills Calif.—"Considering the fact that quality, cost and ideas have been given thorough thought from all facets, producers will find that their product will be sold more readily in 1952 than any previous year. . . . Because of rising costs, sponsor position must be taken into greater consideration this coming year. If production can keep the proper ratio between cost and quality, more film will be sold than ever before."

WM. RICHARDSON

Dies in Auto Accident

WILLIAM RICHARDSON, 28, general manager of WBYS-AM-FM Canton, Ill., was fatally injured in a head-on automobile collision near Canton Dec. 11. At the time of the accident, Mr. Richardson was en route to his home near Lewistown. Funeral services were held in Salem, Ky.

Mr. Richardson, native of Graham, Tex., was a World War II veteran. Surviving are his wife, the former Jean Murphy, a son, John W., a brother and a sister. In the same accident, a 15-year-old girl riding in the other car was killed and two of her companions seriously injured.

FCC roundup

New Grants, Transfers, Changes, Applications

Box score

SUMMARY THROUGH DECEMBER 20

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,321	2,289	117		310	107
FM Stations	647	557	90	*1	11	2
TV Stations	108	93	15		470	171

* On the air.

* * *

Non-Docket Actions . . .

AM GRANTS

Ft. Myers, Fla. — Robert Hecksher. Granted 1410 kc, 1 kw, daytime; estimated construction cost $15,960. Mr. Hecksher is employed by Navy Dept. Bureau of Ships, Electronics Div., Washington, D. C. Granted Dec. 18.

Iuka, Miss.—R. W. Towery. Granted 990 kc, 1 kw, daytime; estimated construction cost $19,700, estimated first year operating cost $30,000, estimated first year revenue $36,000. Mr. Towery is owner of weekly newspaper *Vidette*, Iuka, *Belmont Tri-County News*, Iuka, and *Times-Promoter*, Herrando, Miss. Granted Dec. 18.

FM GRANTS

Augusta, Ga.—Garden City Bcstg. Co. Granted 105.7 mc (Ch. 289), ERP 9.2 kw, ant. 100 ft.; estimated construction cost about $9,722 (certain WAUG equipment, studios, etc., will be used), estimated first year operating cost $25,000, estimated first year revenue $28,000. Grantee is permitee of WAUG Augusta and has interest in WOLS Florence, S. C. Granted Dec. 18.

TRANSFER GRANTS

WJNO West Palm Beach, Fla.—Granted transfer of control from John H. Hemingway, Marshall Hemingway, Zephin Willis and William Hylan, to J. Stanley O'Neill, George H. Buck and Adrian C. Leiby for $102,667 for 51⅓% of stock. Mr. O'Neill is former owner of KTMC McAlester, Okla., Mr. Buck is president of Hackensack Water Co., Weehawken, N. J., and Mr. Leiby is secretary of Hightstown Rug Co. Comrs. Hyde and Jones dissented and voted for a hearing.) Granted Dec. 17.

KFYN Bonham, Tex. — Granted assignment of license from Fannin County Bcstg. Co. to Bonham Publishing Co. for $15,000. Stockholders in assignee corporation are President T. Frank Stewart (49%), business manager Democrat Publishing Co., Durant, Okla., Vice President Mary Jane McPherson (25%), stockholder Durant National Bank, and secretary-Treasurer Clark Bass (26%), president and stockholder Durant National Bank. Granted Dec. 19.

WSAU Wausau, Wis.—Granted assignment of license from The Journal Co. (*The Milwaukee Journal*) to John R. Tobek (51%) and Charles Lemke (49%) d/as WSAU Inc. for $160,000. Mr. Tobek is an attorney in Wausau and is majority stockholder of WOBT Rhinelander, Wis. Mr. Lemke is vice president, director and stockholder in Unerwood Vaneer Co., Wausau. Granted Dec. 19.

KFMV (FM) Hollywood, Calif. — Granted transfer of control Union Bcstg. Corp. of Los Angeles, licensee, from Frederick F. Umhey, Jennie M. Charters and International Ladies' Garment Workers Union to Harry Maizlish (51%) and David C. Baird (49%) for $28,000 (amount remaining to be paid after sale of KFMV Sunset Blvd. studios to KBIG Avalon, Catalina Island, Calif. [B•T, Nov. 19, 12]). Transferee is licensee of KFWB Los Angeles. Granted Dec. 19.

WSFC Somerset, Ky.—Granted transfer of control Southeastern Bcstg. Co., licensee, from W. Howes Meade to Meyer Layman, through sale of 70% of stock for $54,000. Mr. Layman is manager of WSFC. Granted Dec. 19.

New Applications . . .

TV APPLICATIONS

Fargo, N. D.—Red River Valley Television Corp. Ch. 6 (82-88 mc), ERP 39 kw visual, 19.5 kw aural, antenna height above average terrain 288 ft. Estimated construction cost $199,000, estimated first year operating cost $160,000. Applicant corporation is jointly owned by KVOX Moorhead, Minn., and KFGO Fargo. Filed Dec. 17.

Logan, Utah—Cache Valley Bcstg. Co. Ch. 2 (54-60 mc), ERP and antenna height to be determined. Estimated construction and other costs not given. Applicant is licensee of KVNU Logan.

Lincoln, Nebraska — Cornbelt Bcstg. Corp. Ch. 10 (192-198 mc), ERP 32.8 kw visual, 16.4 kw aural, antenna height above average terrain 248 ft. Estimated construction cost $199,611.85, estimated first year operating cost $104,760, estimated first year revenue $60,000. Applicant is licensee of KFOR-AM-FM Lincoln, KOIL Omaha and WDGY Minneapolis. Filed Dec. 20.

Columbus, Ohio—Ohio State University. Noncommercial educational station. Ch. 12 (204-210 mc), ERP 25.9 kw visual, 13 kw aural, antenna height above average terrain 500 ft. Estimated construction cost $247,630, estimated first year operating cost $100,000, to be supported by University funds. Applicant is licensee of WOSU-AM-FM Columbus. (Ch. 12, although not allocated to Columbus, appears to be most suitable since it is indicated for operation in Charlestown, W. Va., 134 miles distant, and Indianapolis, Ind., 167 miles distant, according to Robert C. Higgy, director of WOSU-AM-FM.) Filed Dec. 20.

TRANSFER REQUESTS

KVOB Alexandria, La.—Assignment of license from Central Louisiana Bcstg. Corp. to KSYL Inc. for $56,000 cash. Assignee is licensee of KSYL Alexandria, La., which is owned (49⅔%) by Harold M. Wheelahan, vice president of WSMB New Orleans, and Milton Fox (49⅔%), former operator of soft drink bottling company, now with no interests except in KSYL. Central Louisiana Bcstg. Corp. is owned by Louisiana Baptist Convention. Filed Dec. 17.

WBAL-AM-TV Baltimore and WISN-AM-FM Milwaukee—Assignment of license from Hearst Radio Inc. to The Hearst Corp. to simplify corporate structure of Hearst institution as whole and facilitate financial and operating controls. No monetary consideration. Filed Dec. 17.

WDLB-AM-FM Marshfield, Wis.—Acquisition of control Dairyland's Bcstg. Service Inc. by Lloyd L. Felker and Corinne A. Kraus through purchase of 50% of stock from estate of Lyman Alden Copps, deceased, and Karl H. Doege for $45,000. Mr. Felker and Miss Kraus now each own 25% of WDLB-AM-FM and after transfer will each own 50%. Filed Dec. 17.

KRCT Baytown, Tex. — Transfer of control Bay Bcstg. Co., licensee, from C. Q. Alexander (39%), O. J. Howell (39%) and Sylvia McKinstry (2%) to W. B. Bates (55%), G. G. Aldredge (5%), Roscoe Cavitt (5%), Neuman Dudley Jr. (5%), Arthur R. Reese (5%) and Claudius W. Rice (5%) for $200 per share or $16,000 for 80 shares (80%) of stock (20 shares of stock, owned by H. R. Grobe, is not being sold). Mr. Bates is partner of law firm of Fulbright, Crooker, Freeman & Bates, Houston, and the other buyers are all Houston businessmen.

KONO-AM-FM San Antonio, Tex. — Assignment of license from Eugene J. Roth, tr/as Mission Bcstg. Co., to Mission Bcstg. Co., a corporation having 100% of its stock owned by Mr. Roth. No monetary consideration.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 28, FM 65, TV 1. New deletion:

KRAO Red Oak, Iowa—Red Oak Radio Corp., CP, Dec. 18.

November Box Score . . .

STATUS of broadcast station authorizations and applications at the FCC on Nov. 30 follows:

	AM	FM	TV
Total authorized	2406	647	108
Total on the air	2321	635	108
Licensed (all on air)	2289	557	91
Construction permits	117	90	17
Conditional grants		1*	
Total applications pending	984	178	617
Requests for new stations	302	10	463
Requests to change existing facilities	205	16	43
Deletion of authorized stations in November	3	4	0
Deletion of construction permits	0	3	0

* On the air.

FCC Actions

(Continued from page 75)

December 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCEN Mt. Pleasant, Mich.—Mod. CP, as mod. and reinstated authorizing power increase, DA-N, change in operating hours, etc., for extension of completion date.

KE2XDR (Allen B. DuMont Labs) New York — Mod. CP, as mod. for change in facilities, for extension of completion date.

WBEN-FM Buffalo—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WMRC-FM Greenville, S. C. — Mod. CP, authorizing changes in FM station, for extension of completion date.

KALE Richland, Wash.—Mod. CP, as mod., authorizing frequency change, operating hours, DA-N, etc., for extension of completion date.

Change FM Station

WTOP-FM Washington—CP to change trans. location, ant. height, etc.

Amend CP

Friendly Bcstg. Co., Woonsocket, R. I. —CP new AM station on 820 kc, 1 kw, daytime, AMENDED to change frequency to 1380 kc, trans. location from Woonsocket to North Smithfield, R. I., and change ant. (contingent on WPAW Pawtucket, R. I., relinquishment of 1380 kc).

AM—1320 kc

KCRA Sacramento, Calif.—CP to increase power from 1 kw-N to 5 kw-N and change DA-N.

Applications Dismissed

Inyo Bcstg. Co., Bishop, Calif.—CP new AM station, 1230 kc, 250 w, full-time, DISMISSED.

Carmel Bcstg. Co., Carmel, Calif. — CP new AM station, 1150 kc, 500 w, daytime, DISMISSED.

Applications Returned

WIGM Medford, Wis. — RETURNED application for assignment of license from George F. Meyer to Radio Station WIGM Inc.

Red River Valley Television Corp., Fargo, N. D.—RETURNED application new TV station because notarial seal omitted.

NARBA PACT

Cuba First to Ratify

FIRST country to ratify the new North American Regional Broadcast Agreement (NARBA) is Cuba. On Dec. 17, the Cuban Senate ratified the terms of the North American radio convention which was signed Nov. 15, 1950 [B•T, Nov. 20, 13, 6 Oct. 30].

NARBA treaty is awaiting ratification in the U. S. and Canada, as well as the Dominican Republic, Bahamas - Jamaica. Mexico and Haiti did not participate in the NARBA deliberations. Treaty is before a subcommittee of the Senate Foreign Relations Committee [B•T, Sept. 24], comprising Sen. Theodore Green (D-R. I.), chairman, and Sens. Bourke Hickenlooper (R-Iowa) and John Sparkman (D-Ala.).

According to the NARBA treaty, Cuba would be permitted to operate on the following U. S. Class 1-A frequencies, provided it protected U. S. dominants:

640 kc (KFI Los Angeles), 660 kc (WNBC New York), 670 kc (WMAQ Chicago), 760 kc (WJR Detroit), 780 kc (WBBM Chicago), 830 kc (WCCO Minneapolis).

Cubans would be granted future "special protection" by the U. S. on the following wavelengths: 550, 570, 590, 630, 640, 690, 730, 740, 860, 920 and 980 kc.

NARBA treaty was the object of scathing objection by Clear Channel Broadcasting Service, which claimed that the U. S. delegation had prejudged the clear channel proceedings begun in 1945 by "concessions" granted to Cuba.

NARBA treaty comes into force when ratified by three out of the following four major countries: Canada, Cuba, Mexico and the U. S.

Uruguayan Visits

HECTOR M. LABORDE, general manager of the Uruguayan government radio network (SODRE), Montevideo, is on a four-month tour of radio-TV installations in the U. S. under the exchange-of-persons program. Uruguay has developed special feature broadcasts for workmen, farmers, students and children, he said.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Wemar-Savoy

LITTLE BOY

On Records: Tommy Tucker — MGM 11067; Little Sylvia — Savoy 816; Evelyn Knight — Dec. 27842; Martha Tilton — Coral 60585.

BMI

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'CORRELATIONS'

Roslow Answers Chappell

CHARGE that Dr. Matthew Chappell resorted to a "cute statistical trick" to discover low correlation between Pulse and Hooper ratings in individual cities in contrast to high correlation between U. S. Hooperatings and Nielsen Radio Index ratings was hurled last week by Dr. Sydney Roslow, director of The Pulse Inc.

In an answer to the summary of the Chappell report on the various types of audience rating surveys released the previous week by C. E. Hooper Inc. [B•T, Dec. 17], Dr. Roslow declares that the differences between Pulse and Hooper ratings are due in considerable part to the unreliability of the telephone coincidental system employed by Hooper. He flatly denies Dr. Chappell's charge that Pulse uses the quota system of sampling and counter-charges the head of Hofstra College's department of psychology with not troubling to read the explanation of the Pulse method printed in its reports.

Refutes Hooper

Further, he quotes Dr. Kenneth Baker, chairman of the Test Survey Committee, to refute Mr. Hooper's statement that Dr. Chappell was added to the committee at Dr. Roslow's suggestion. Dr. Baker, as quoted by Dr. Roslow, recalled that several names were suggested from the roster of the New York Radio Research Council and as Mr. Hooper and Dr. Roslow agreed on a name "I stepped to the 'phone and called the individual and invited him to work with the committee. Both Larry Deckinger and Matt Chappell were selected in this way."

Declaring that "half research is worse than no research," Dr. Roslow states that "the national U S Hooperatings used in the correlation [with NRI] are not the same kind of ratings now issued locally by our competitor [Hooper]. The The U. S. Hooperatings were based on about 50% diary returns and 50% telephone coincidentals. The present system employed by our competitor is over 50% unaided telephone recall—a system long ago abandoned by the broadcasting industry with our competitor helping to make this decision. The data employed in these correlations are the ratings of national network programs. They are not based on the ratings of all stations, large and small, in a local market.

"It will doubtless surprise our competitor that Pulse Multi-Market radio ratings of network programs also correlate high with NRI," Dr. Roslow notes. He reports that for the period March-April, 1951, the correlation between Pulse and NRI was .82 for daytime programs, compared with an .87 correlation between Hooper and NRI, with a Pulse-NRI correlation of .83 for evening programs, against a .95 Hooper-NRI and adds: "Remember that the Pulse Multi Market Radio is not national in the sense that the NRI is and should not be expected to correlate so well."

Denying any admission that Nielsen ratings should be "accepted as the gospel," Dr. Roslow states that correlation here "means only that there is agreement in the rank order of programs ratings." He asks if the failure of the Chappell report to cite actual U. S. Hooperatings and NRI ratings is that "there is a wide gulf in actual size between them" and notes the Chappell comment that "total audience sizes vary from 25% greater than the average audience for high rating programs to 70% greater for low rating programs as Audimeter data seem to indicate."

In contrast, Dr. Roslow lists the following comparison between Pulse Multi Market ratings and NRI for March-April:

AVERAGE OF ALL PROGRAMS

	PULSE	NRI
Monday night	7.8	9.7
Tuesday night	7.2	9.5
Wednesday night	7.5	9.8
Thursday night	7.2	8.3
Friday night	6.5	7.5
Saturday night	6.5	8.4
Sunday night	7.3	9.4
Saturday daytime	4.3	5.3
Sunday daytime	3.5	4.1
Mon.-Fri. multiweekly daytime	5.5	5.9
Mon.-Fri. multiweekly nighttime	4.9	5.1

Dr. Roslow quotes from the Chappell report the following correlations obtained between "Pulse ratings and the so-called coincidentals for three markets":

Coefficient of Correlation Between Roster and Telephone Coincidental Ratings

Daytime coincidental rating:	New York	Chicago	San Francisco-Oakland
0.0–0.9	0.41	0.51	0.57
1.0–1.9	0.28	0.41	0.42
2.0 and over	0.82	0.84	0.63

Evening coincidental rating:	New York	Chicago	San Francisco-Oakland
0.0–0.9	0.36	0.24	0.21
1.0–1.9	0.51	0.45	0.36
2.0 and over	0.84	0.76	0.86

"The low correlations," Dr. Roslow declares, "are obtained by a cute psychological trick. Note that instead of computing one coefficient to cover the complete range of ratings from 0.0 up to the highest, the range has been divided into three categories and the correlation coefficients computed within each range. Every elementary statistical student knows that within a partial range minimum correlation will be found compared to maximum correlation when the complete range was employed.

"Why," he asks, "was not such an analysis made comparing U. S. Hooperatings with NRI? Would the .95 and .87 correlations be considerably reduced? Why is the correlation high between Pulse and the so-called telephone coincidentals for programs whose ratings go from 2.0 up to the maximum and low for the low rated programs 0.0 to 0.9 and 1.0 to 1.9?

"If Pulse ratings and telephone coincidentals for the same programs were correlated," Dr. Roslow states, "the degree of agreement between the two measures could be very high if all programs were included in the analysis." But he notes that with low-rated programs no correlation can be demonstrated because the difference between such low ratings is not reliable.

Cites One Answer

One answer to that unreliability is the fore-shortened range, Dr. Roslow points out. The other is the "unreliability of these low ratings obtained by the so-called telephone coincidental system," he charges, stating that "these telephone coincidental ratings are so unreliable—based on insufficient samples and inadequate samples—that they could hardly be expected to correlate with anything at all.

"For example," he avers, "in San Francisco the base for daytime midweek Hooperatings per quarter-hour is 750 and nighttime quarter-hours about 250, as compared respectively with 1,000 and 400 for Pulse. Now you see again why I say 'half research is worse than no research.'"

Stating that "the Chappell report tries to create the impression that Pulse employs quota system sampling and that the so-called telephone coincidental system employs probability sampling," Dr. Roslow declares: "Had Dr. Chappell bothered to read the explanation of the Pulse sampling method in the Pulse reports 'borrowed' for his study, he would know that Pulse is using probability sampling-cluster design. But apparently this was too much trouble."

Noting that a true probability sample for telephone surveys requires "that every telephone family has an equal chance of being interviewed," Dr. Roslow says this does not apply when there are unlisted numbers, busy signals and party lines, when interviewers call from their homes "because they are allowed unlimited calls over a restricted number of exchanges within the single toll zone," and when a prescribed number of rings is employed for all calls, regardless of type of house or of respondent or of activity of respondent at the time of the call. "Once more," he concludes, "may I remind you that 'half research is worse than no research'."

RCA INSTITUTES, INC.

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A Service of Radio Corporation of America
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Derby Signs Chertok

DERBY FOODS Inc., Chicago, announced last week it had signed Jack Chertok Productions Hollywood to produce a series of 26 half-hour video films entitled, *Sky King*. Transaction is reported to involve about $500,000. Series will be based on the MBS radio series entitled, *Sky King*, which also is sponsored by Derby Foods. The food company will promote its Peter Pan Peanut Butter on TV shows. Filming is slated to get underway early in February. Agency for Derby Foods is Needham, Louis & Brorby, Chicago.

WLWT FILM BUY

Gets New Run Features

NEW FILM purchase has been made by WLWT (TV) Cincinnati of 18 feature films being released by Snader Productions. Bernie Barth, assistant to the vice president in charge of TV for Crosley Broadcasting Corp., station licensee, pointed out the purchase will enable WLWT viewers to see current films within a few weeks of their release to first run theatres. Films will be shown on *Family Theatre*.

The group of 1950-51 films either have been or will be released within the next few months to first run theatres around the country and at the same time are being made available to TV stations, it was stated.

Those films already released have been issued within the past 18 months, Mr. Barth said. The the films, which include 13 Alexander Korda pictures, two J. Arthur Rank films and an all-star RKO release, could possibly be playing at a neighborhood theatre at the same time they are showing on WLW television, he explained.

CBS PUBLICISTS

Guild Asks Wage Boost

WEEKLY wage increase of $77 was asked by Publicists Guild for CBS Hollywood Radio and TV publicists during opening negotiations last week in attempt to bring salaries in line with those of motion pictures. The guild on behalf of the network's 13 publicists, who average $89 per week with $77 as minimum, asks $140 plus $14 (10% cost of living (latter to fluctuate with changes). Proposed sum is median of salaries paid out by motion pictures for junior and senior scale wages.

CBS' contract with the guild expires Dec. 31, as does that of ABC. Networks have approached the guild on subject of joint negotiations, but guild reaction, at this point, is not favorable.

LBS

(Continued from page 26)

ontal monopoly extending from ewspapers to high power radio ations to the older networks to e only available television chanels and to their networks. In one mmunity I can mention, there are ree powerful daily newspapers hich possess the only three clearannel 50 kw stations, the three ost famous networks, the three ost desirable FM channels and e operating the only three VHF levision stations that community ill ever have. It is hardly necesry to point out the difficulty of e competition against such horiental monopolies. It is important at we realize that this newspaperM-TV combination is ever reading and that within the reseeable future the major powof all communications in Amerwill be in the hands of 300 en. However fine are these men, ch an unchangeable concentraon of power violates the princies of competitive free enterise.

Return to Radio

"I further predict that 1952 ill see an increasing number of vertisers priced back from TV AM. The trend has already beun. An honest appraisal of costs r thousand will in 1952 show any more advertisers the econy of AM radio particularly for ass consumption products needg repetitive mention. I predict at in 1952 TV network costs will e to such staggering figures at Phonevision, Skiatron and milar home payment, non-adrtising devices will be seen as an evitable necessity for TV. TV here to stay and, in one network rm or another, to expand, but 52 will see more national adverers weary of its effective but o expensive novelty.

"I predict that 1952 will produce ajor changes in the relationship tween radio and sports. Sports hts fees, blackouts, sports reictions upon the freedom of dio, discrimination as between ess and radio as well as violaons of the statute law will in 1952 ing the first strong reaction from angry and awakening radio instry.

"I predict that in 1952 America ill for the first time realize that ere is a new giant in the land—e Liberty Broadcasting System. fter a year of quiet preparation, is huge newcomer within the last days has closed its last major arket, with the signing of 50 kw ations WMGM, WCFL and MPC in New York, Chicago and os Angeles respectively. Liberty already America's second largt network. A new giant is in e land."

. G. (Jock) FERNHEAD, general anager of KYA San Francisco resented KYA staffers with 15-pound rkeys for Christmas.

HEARINGS

Coverage Is Opposed By N. Y. State Bar

NEW YORK State Bar Assn.'s Committee on Civil Rights went on record last week—and asked the association to follow suit—condemning the broadcasting and telecasting of Congressional or executive hearings while any witness is testifying, "except at public hearings on pending legislation."

The Committee also held that no such hearings should be commercially sponsored. It asked the association to urge that all Congressional and executive hearings be governed by a "code" embodying its recommendations. The association will vote on the proposals at its annual meeting Jan. 24-26 in New York.

The bans proposed by the 30-man committee extended to still photographs and moving pictures (newsreels) as well as radio and TV. The "code" which the group advocated to govern coverage which it felt may properly be allowed—in hearings on pending legislation—would include a provision to make sure that "the necessary apparatus for photographs, moving pictures, television, and radio broadcasting should be as inconspicuous as possible."

The proposed prohibitions were attributed to a desire to protect individual rights and to assist committees in performing their tasks as efficiently as possible. Report said:

It is often asserted that Congress has the job of enlightening and educating the public so as to create an intelligent public opinion. This may be an incidental and often valuable by-product of the legislative process, but it is questionable whether education is a Constitution function of the legislature sufficient to sustain procedures of doubtful value in eliciting facts, especially when weighed against the danger to individual rights.

Nor do we find any sound Constitutional basis for the assertion sometimes made that television, newsreels, radio or the camera have rights guaranteed by the First Amendment to record proceedings which are a part of official governmental investigations. Equally doubtful is the existence of any right in the public to hear the legislative or executive proceedings while they are in progress.

Schedule Problem

The "precise" schedules of radio and TV make it difficult to give full coverage, the committee said, and in addition "the danger that legislators [or witnesses] may use the tremendous national audience for personal advantage at the cost of a dignified and fair proceeding cannot be ignored." The report continued:

Moreover, where the accuracy of the testimony suffers, there is increased danger that men's reputations and careers will be blasted. And unfortunately it is this very process involving reputations, particularly when they are under attack, which furnishes the best popular entertainment and creates the loudest clamor for further broadcasting.

The committee noted that legislative hearings generally fall into one of four categories: (1) on pending legislation; (2) on the administration of governmental affairs, dealing with such questions as the honesty or ability of administrative officials; (3) on particular problems, attempting to elicit facts and recommend legislation, and (4) hearings to inform the public, etc.

In the first type—hearings on pending legislation—the "danger that a witness' rights will be invaded is relatively slight," the committee concluded. But it felt "the danger of abuse exists," and that a coverage code should be devised "to minimize as far as possible the disturbing influence of cameras, flash bulbs, and microphones." Further, the committee held:

In addition the code should insure a witness whose reputation may be injured by testimony before the committee a chance to rehabilitate himself. And if the witness in the unusual case should desire to express his views to the committee without the added publicity of television, radio, and newsreel, his wishes should be respected and the cameras and microphones should be shut off.

Special Instances

In the case of hearings on administrative investigation, the committee felt the question of radio, TV and other coverage hinges on the type of hearing involved: "Insofar as [the hearings] are judicial or quasi-judicial in nature we believe they should be conducted without television, newsreel, camera or radio." But "where the hearings are not quasi-judicial in character . . . there will undoubtedly be instances where full coverage is desirable." Even in the latter instances, the committee thought "there should be adequate rules of procedure for their conduct, procedures that will protect the rights of individuals involved and prevent our government from being held up to ridicule and contempt."

In the case of hearings to find facts and recommend legislation, to inform the public, etc., the committee held that "mike" fright or "stage" fright impair a witness' ability to answer clearly, and that, additionally, "widespread public coverage of such a hearing through television, radio, and newsreel may violate the most basic rights of a witness being questioned about intimate details of his personal and business life." Further, it was said, such hearings must necessarily be "selective," and are not primarily designed to determine innocence or guilt. The report asserted:

Anything which makes it still harder for a witness to defend himself while increasing the damage to him due to his inadequate opportunities for self-defense only multiplies the unfairness. Television and radio coverage have just such a tendency because of the pressure of precise time schedules and the necessity of satisfying the public curiosity and interest.

We also think there is no real defense for allowing these hearings to be broadcast or telecast under commercial sponsorship. Such sponsorship cannot help but impair the dignity of a sovereign proceeding. It may force a witness, at a crucial point in his life, to testify under compulsion for the financial benefit of a purely private business concern.

A serious constitutional question arises when a witness appearing under subpoena refuses to testify on the grounds that television, radio and newsreel subject him to severe mental and physical strain and he is unable to think clearly—that the lights, cameras, microphones and recording devices, the thought of millions of watchers and listeners, and the heat and confusion, make a hearing as to him a "third degree." The "third degree" method of eliciting information has been roundly and universally condemned by Bar and Bench as inimical to the interest of justice and violative of due process.

The Committee, headed by Louis Waldman of New York City, said its report dealt "primarily" with Congressional hearings, but also applies "to executive proceedings of an analogous nature, and on a state as well as a federal level."

NBC

(Continued from page 26)

that we are evolving sound procedures to assure a healthy future for radio.

"Our television activities this year have, we feel, more firmly entrenched NBC as the leading network of the medium. We have increased the number of program hours and will continue to do so. We have added great talents to our entertainment roster, and this policy, too, will endure. We have proven the worth of sales methods once viewed as radical departures from tradition. In conjunction with other members of the broadcasting industry, we have helped realize cost-to-coast television.

"Two words—faith and confidence—best sum up our attitude at NBC. We have unbounded faith in both radio and television and their future existence as complementary media, existing side by side, each serving the American public best in its particular manner. And we have confidence in our own ability to bring this concept to complete realization."

AAAA

(Continued from page 29)

ing pace with the needs of the times.

Agencies and media will need to work closely together. They must work creatively, to make advertising more effective and to bolster advertisers' confidence in their advertising expenditures. We must strengthen our business relationship—in such fundamentals as rate cards and contracts, to facilitate time-buying—in improving billing practices, in speeding up collections and in warding off credit losses. And we must work with a high sense of public responsibility, to allay program criticism.

Individually and through our organizations, we have a full docket. To have a full pocket too, it will be a busy year.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

at deadline

'MAMA' FAVORITE PROGRAM IN 'PLAIN DEALER' POLL

THIRD annual TV program popularity poll conducted by *Cleveland Plain Dealer* shows *Mama* (CBS) in first place as favorite program. Poll conducted by George E. Condon, radio editor of newspaper which has conducted radio popularity contest for 23 years. Results of the TV poll follow:

Favorite Programs:
1. Mama (CBS) WEWS
2. Godfrey (CBS) WEWS
3. Show of Shows (NBC) WNBK

Favorite Entertainer:
1. Godfrey (CBS) WEWS
2. Red Skelton (NBC) WNBK
3. Martin & Lewis (NBC) WNBK

Network News Program:
1. John Cameron Swazey (NBC) WNBK
2. Doug Edwards (CBS) WEWS

Local News Program:
1. Dorothy Fuldheim WEWS
2. Warren Guthrie WXEL

Best Variety Show:
1. Toast of the Town (CBS) WEWS
2. Show of Shows (NBC) WNBK
3. Godfrey (CBS) WEWS

Favorite Mystery Program:
1. Suspense (CBS) WEWS
2. Lights Out (NBC) WNBK
3. The Web (CBS) WEWS

Favorite Musical Show:
1. Fred Waring (CBS) WEWS
2. Hit Parade (NBC) WNBK
3. Paul Whiteman (ABC) WEWS

Best Dramatic Show:
1. Studio One (CBS) WEWS
2. Mama (CBS) WEWS
3. Kraft Theatre (NBC) WNBK

Favorite Cleveland Program:
1. Gene Carroll WEWS
2. Bob Dale WEWS
3. Soupy Hines WXEL

Favorite Sports Program:
1. Baseball (Cleveland Indians) WXEL
2. Program by Bob Neal (news and interview) WEWS
3. Wrestling (no station specified)

Favorite Children's Program:
1. Uncle Jake's House WEWS
2. Kukla, Fran & Ollie (NBC) WNBK
3. Howdy Doody (NBC) WNBK

BROWN BUYS KBIS

CONTROL of KBIS Bakersfield, Calif., is being bought for $38,250 by veteran broadcaster Harold Brown from Guy, Fred and Reno Marchetti, according to application filed with FCC Friday. Mr. Brown, at present KBIS commercial manager, was formerly with KMJ Fresno and KERN Bakersfield. After FCC approves Mr. Brown's 51% ownership, he will become general manager of station. Associated with KBIS is KMAR (FM).

EDWARDS SHOW SHIFT

Ralph Edwards Show to start on NBC-TV Monday, Jan. 14, instead of Jan. 7, as previously announced. Program will be aired thereafter Mon., Wed., and Fri. from 3:30-4 p.m. EST rather than 12:30-1 p.m. EST, Mon.-Fri. Latter time slot will be filled, starting Jan. 7, by NBC-TV's *Luncheon Date*, musical-variety program emanating from Chicago.

DIETRICH ON SUNDAY

ABC RADIO'S *Cafe Istanbul* starring Marlene Dietrich will go on air every Sunday night from 9:15-9:45 p.m. beginning Jan. 6. Preview of show with highlights of Miss Dietrich's career will be broadcast Dec. 30.

WINTER HAVEN PAYS

ENTIRE cost of originating MBS *Ladies Fair* in Winter Haven, Fla., for 13-week period underwritten by local businessmen and city commission though Florida state advertising officials had authorized $14,300 in state funds to aid in paying $28,600 cost of moving show. Broadcasts originate in Florida Citrus Bldg. In past years program had been originated one week in Winter Haven during annual Florida Citrus Exposition.

BARTON YARBOROUGH

FUNERAL services held Dec. 24 in Glendale, Calif., for Barton Yarborough, 50, radio-TV actor who died Dec. 19 of blood clot on brain. He had been known since 1932 as Cliff Barbour on NBC-Radio's *One Man's Family*. He made TV debut on NBC-TV *Dragnet* Dec. 16, recreating role in NBC-Radio version. Surviving are his widow, former Janet Warren, and daughter Joan.

PICTORIAL MOVING

PICTORIAL FILMS INC., motion picture producer and distributor, moves general offices from 105 East 106th St., New York, to Paramount Bldg., 1501 Broadway, suite 1506. New telephone numbers: Pennsylvania 6-3756-7-8. Effective Friday, its shipping and warehouse moving to Candler Bldg., 220 West 42nd St., suite 816.

WOR-TV USING NEW SITE

WOR-TV New York is originating most of its studio programs from its new building at 101 W. 67th St. and Theodore C. Streibert, president of General Teleradio, operator of WOR-AM-FM-TV, is making his headquarters there for two or three weeks while finishing touches are being put on property. Formal opening planned for early in 1952, with Jan. 10 tentatively selected as date.

FIFTH TV APPLICATION

FIFTH television application in week filed with FCC late Friday. It raises number of applications filed this month to 18 (see story page 50). Latest request for TV outlet from KWWL Waterloo, Iowa, which asks for channel 7. FCC already has one application for Waterloo from KXEL, also requesting channel 7.

'FORBIDDEN WORD'

WITH word "spot" being kicked around for many years, local sales staff of WTAD Quincy, Ill., decided to eliminate it. On Dec. 1, 1951, a 10¢ fine was enacted every time salesmen heard another mention word "spot". First week to 10 days dimes were exchanging hands frequently as forbidden word was uttered. Now it is rare occassion to hear word "spot" used in sales offices or in sales presentations. "Spots" are no longer "For Sale" on WTAD; however, "announcements, good times, terrific adjacencies, etc." are selling good.

PEOPLE...

THOMAS P. HOIER, 74, radio and TV, stage and vaudeville actor, died Thursday in Polyclinic Hospital, New York. In recent years he had played character roles in several afternoon radio serials, including *Young Widder Brown*. He is survived by his widow, Mrs. Esther Boggs Hoier.

SAMUEL RUBENSTEIN, a founder and vice president of Arthur Rosenberg Co., which was dissolved last week (see story, page 54), has resigned to join Miller Adv. Agency, N. Y., as vice president and account executive.

DICK WINTERS named director of promotion and publicity, WINS New York, to succeed Joseph G. Besch, recently appointed assistant general manager.

BEN SCHANZER voted executive vice president by board of directors for Air Music Inc., New York, last week in series of promotions which included naming William E. Huston, Jerome K. Levy, Ford Harp and Leslie M. W. Neville as vice presidents.

WILLIAM B. RYAN, president of Broadcast Advertising Bureau, will speak at first 1952 luncheon of Radio Executives Club of New York, to be held Jan. 10 at Waldorf-Astoria.

JACK I. STRAUS, president of R. H. Macy & Co. and board chairman of WOR-AM-FM-TV, New York, made knight in Legion of Honor by French government Thursday in New York for work in fostering close economic relations between France and United States.

EARLE K. ANGSTADT Jr., buyer at Macy's, N. Y., and **Oscar B. Lubow**, assistant merchandising director of William H. Weintraub Co., N. Y., to Young & Rubicam as merchandising executives.

SIDNEY A. WELLS, vice president of McCann-Erickson, Chicago, succeeds Homer Havermale as Chicago manager Jan. 1. Mr. Havermale, who is retiring, continues as adviser and consultant. Mr. Wells joined McCann-Erickson in 1926, going to Chicago office in 1938. He was named vice president in 1945.

ALAN SWEETOW resigns as vice president of Sander-Rodkin Agency, Chicago, to open own package company, Television Features Inc. Firm, located at 159 E. Chicago Ave., specializes in television shows, production and commercials, motion pictures and radio production. Telephone Mohawk 4-7050.

RAY F. McCARTHY, formerly of Berry Motor Co., St. Louis, and Blue Cross, named director of public affairs and publications of KMOX, CBS-owned station in St. Louis. At one time he was head of Community Chest in Washington.

GEORGE H. SANDEFER, controller for NBC's radio-TV interests in Washington, appointed to staff of U. S. Chamber of Commerce to direct chamber's radio-TV activities. Arthur Hamilton, of NBC New York O&O division, named by WRC-WNBW (TV) Manager Eugene Juster as successor to Mr. Sandefer.

HOLLIS D. BRADBURY, formerly eastern manager and later sales engineering supervisor of RCA Engineering Products Dept. first recording sales, named national manager of film section. He has been with RCA 24 years.

JOE GANS, vice president in charge of radio and television, Thwing & Altman, N. Y., father of girl, Laurie.

YEAR 1900

In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today's largest manufacturers.

Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media . . . and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.

WLW WLW TELEVISION

THE NATION'S STATION AND ITS TV SERVICE